MAD

AUSTRALIAN SUPER SPECIAL

DECEMBER 1993
OUR PRICE
$3.95 Cheap!
NZ $5.95 Incl GST

$1

CONTAINS
10 PAGES
ALL NEW
MATERIAL

INCLUDES
28 PAGES of
GADGETS
and
GIZMOS

TOTALLING
80
PAGES
COLLECTORS ITEMS

BANG

Alfred E.

SOAP BUBBLE GOOP

POTRZEBIE

Registered by Australia Post Publication No. NBQ 4004.

9 771033 811000

WHY KILL YOURSELF?



Just because you missed the last issue at the newsstand? Subscribe to

MAD

And have the next 12 issues mailed directly to your home!

Don't ruin your magazine you idiot....take a photocopy and send it to: Reply paid 2, MAD Australia, P.O. Box 432 Cammeray, NSW 2062.

I want to ☐ start ☐ renew ☐ give a subscription to MAD for :

☐ 8 Regular issues @ $24.00* or

☐ 8 Regular issues PLUS 4 Specials at the regular price of $36.00*

Name:.....

Address:.....

.....Postcode:.....

I enclose cheque/money order payable to Horwitz Publications Pty Ltd for $.....

Or please debit my ☐ B/card ☐ Visa ☐ M/card ☐ American Exp. ☐ Diners Club

Cardholders Name.....

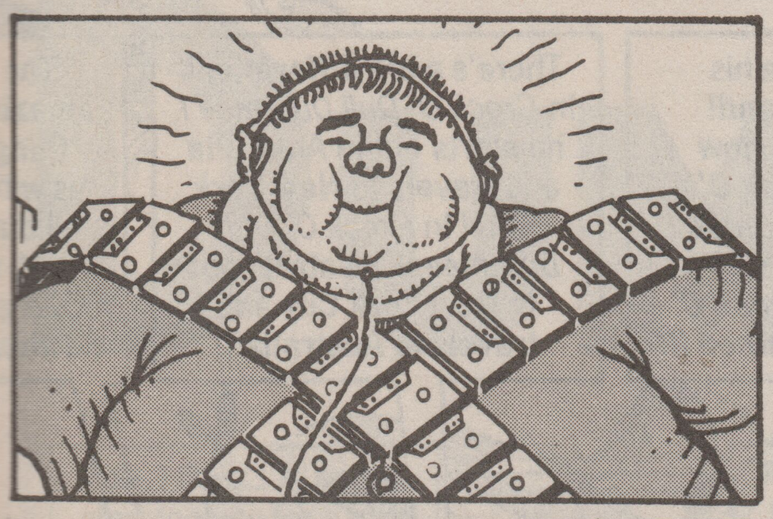
Card Number.....

Signature..... Expiry Date.....

Favourite fruit.....

*Includes postage and handling. NZ surface mail $28 or $40

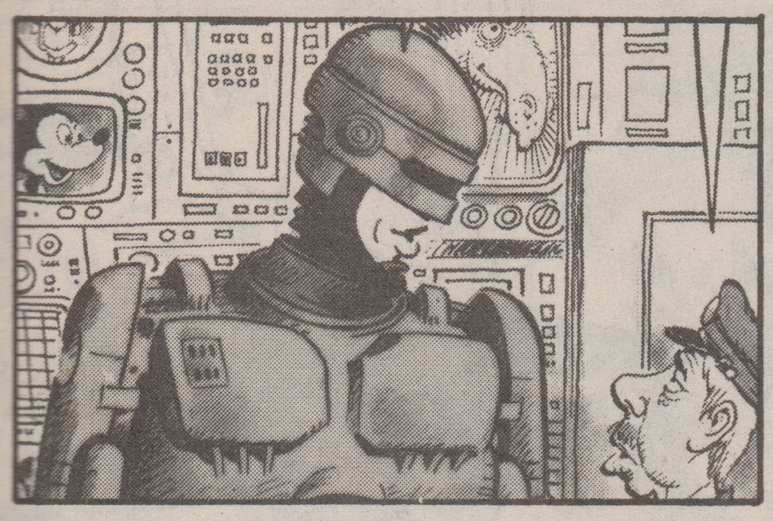
GADGETS & GIZMOS



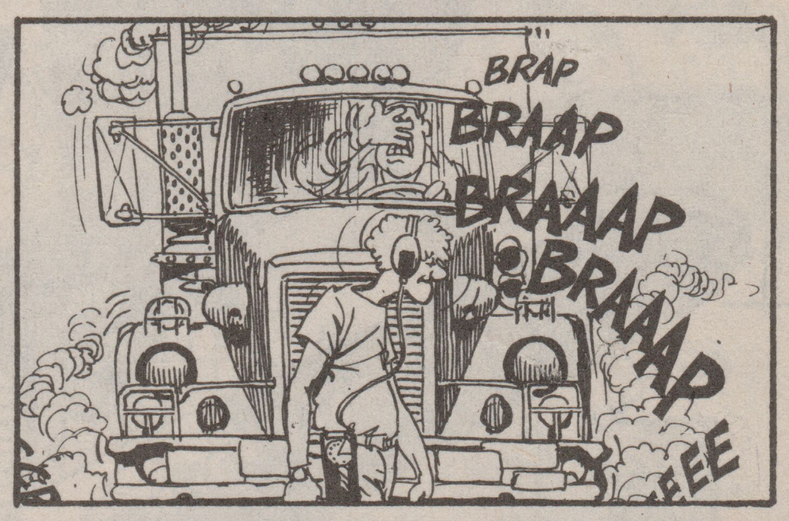




MAD SUPER SPECIAL 87 DECEMBER 1993







HEY WHIZARDO, GET OUT YOUR INDUSTRIAL LUBRICANT! MAD'S TOTALLY COMPLEX ABSOLUTELY INTRICATE AND AWESOMELY ELABORATE GADGETS AND GIZMO SECTION SPUTTERS INTO LOW GEAR HERE!

GET ALONG LITTLE AUSSIE DEPARTMENT
"Crock O'Dull Dummee, Too" (A MAD Movie Satire) 2
THE ENVELOPE, SLEAZE! DEPARTMENT
MAD Opens a Typical Magazine Sweepstakes Package.....7
SERGE-IN GENERAL DEPARTMENT
A MAD Look At Optics.....10
A MAD Look At Garage Sales.....72
FRANK ON A ROLL DEPARTMENT
"Schwarzenegger" 76
ASK KICKERS DEPARTMENT
If "They" Had To Fill Out "Your" Questionnaires.....12
TALES FROM THE DUCK SIDE DEPARTMENT
The Stupefying Suicide Situation 15
The Demonic Detector Disaster 55
The Pesky Pecker Puzzler.....80
JOKE AND DAGGER DEPARTMENT
Spy vs. Spy 46 62
TAIL-ORDER SHOPPING DEPARTMENT
Gift Catalog For Spoiled Rotten Pets.....47
REBEL WITHOUT A COS DEPARTMENT
"An Indifferent World" (A MAD TV Satire).....50

THE SHAPE OF RINGS TO COME DEPARTMENT
Future Phone Gimmicks We Expect To See.....17
BERG'S EYE VIEW DEPARTMENT
The Lighter Side of Gadgets 20
ALL JAFFEE DEPARTMENT
Low-Tech Inventions For Everyday Needs 25
ASSAULT AND BATTERY INCLUDED DEPARTMENT
"Roboslop" (A MAD Movie Satire) 28
LEAVE NO THRONE UNTURNED DEPARTMENT
Recycling Toilet Seats.....34
THE SCANISH INQUISITION DEPARTMENT
MAD'S UPC Symbol Explained 36
A WORD TO DEVICE DEPARTMENT
Odes To Appliances, Gadgets & Other Conveniences 37
DICK DePARTMENT
Ultimate Accessories for Personal Stereos.....40
TECH-NO-LOGIC DEPARTMENT
State of The Art Is.....42
CHORE-FIRE SOLUTIONS DEPARTMENT
Dual-Purpose Office Supplies For Working Mothers.....44

CUPS AND RIBBERS DEPARTMENT
● MAD'S Eye Catching Mug Messages 56
WORDS OF A FEATHER DEPARTMENT
● Mad Grouplings 58
ADJUSTING THE VOLUMES DEPARTMENT
● "As Told To" Books More Accurately Described 60
BERG'S-EYE VIEW DEPARTMENT
● The Lighter Side Of 63
ALONG THE SNIDE LINES DEPARTMENT
The MAD Nasty File 67
THE ODDS MUST BE CRAZY DEPARTMENT
That'll Be the Day!.....70
BAD CASE OF THE TWERPIES DEPARTMENT
What Is A Supernerd? 74
SCHTICK IT IN YOUR EAR DEPARTMENT
A Beginners Guide To Cartoon Sound Effects 77
MARGINAL THINKING DEPARTMENT
"Drawn-Out Dramas" by Sergio Aragones.....**
● All New Material (Big Deal!)
** Various Places Around the Magazine

COVER ARTIST: AL JAFFEE **BACK COVER WRITER:DICK DeBARTOLO** **BACK COVER PHOTOGRAPHER:IRVING SCHILD**
STEVE LOPES: Editor **ERIC MOORE: Production Manager** **CHRISSIE LAWES :Assistant Production Manager**

WILLIAM M. GAINES *founder*

NICK MEGLIN *and* **JOHN FICARRA** *editors* **LEONARD BRENNER** *art director* **THOMAS NOZKOWSKI** *production director*
CHARLIE KADAU *and* **JOE RAIOLA** *associate editors* **DICK DE BARTOLO** *creative consultant*
ANDREW J. SCHWARTZBERG *assistant editor* **CONTRIBUTING ARTISTS AND WRITERS** *the usual gang of idiots*

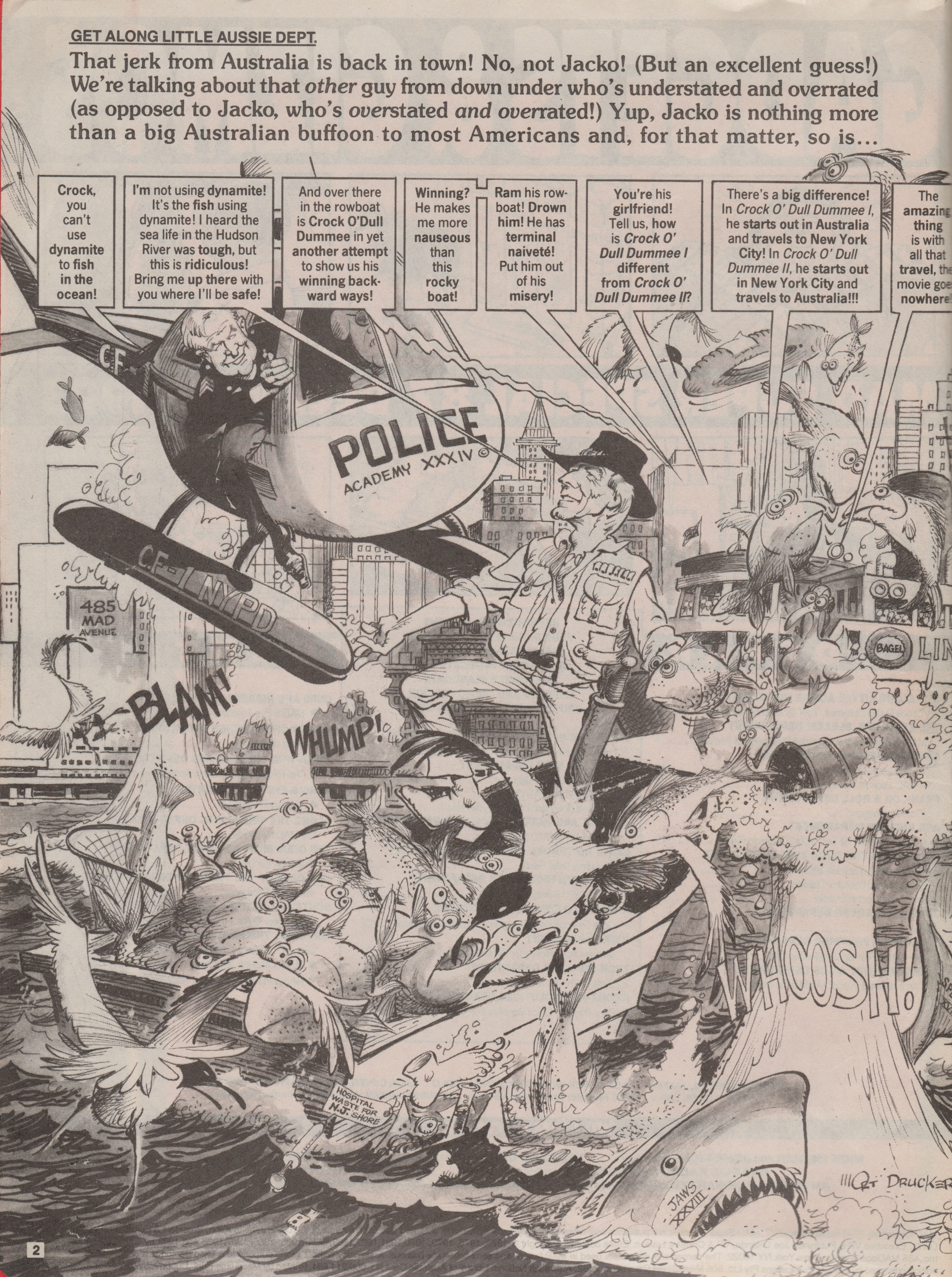
MAD December 1993 Super Special 87. MAD Super Specials are published four times a year by E.C Publications, INC, 485 MADison Avenue,N.Y. 10022. Jenette Kahn, President & Editor-in-Chief, Paul Levitz, Executive VP & Publisher, Joe Orlando, VP & Creative Liaison.

Entire contents copyright © 1977, 1978, 1979, 1980,1981,1982,1983,1984, 1985, 1986, 1987,1988 and 1993 by E.C. Publications, Inc.,485 MADison Avenue, New York NY 10022. The names and characters used in MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

This edition published by Horwitz Publications Pty Ltd. 506 Miller Street Cammeray 2062, Australian National Library of Australia Card No. 000 311 884. Printed by Macquarie Print ,Dubbo NSW.

GET ALONG LITTLE AUSSIE DEPT.

That jerk from Australia is back in town! No, not Jacko! (But an excellent guess!) We're talking about that *other* guy from down under who's understated and overrated (as opposed to Jacko, who's *over*stated *and over*rated!) Yup, Jacko is nothing more than a big Australian buffoon to most Americans and, for that matter, so is...



"Crock O'dull"

DUMMEE, TOO

Zoo, I think I'm gonna start looking for a **job!** Spending **four years** in New York just acting **"cute"** is **starting to wear real thin!**

Tell me about it!

Do you need **money?**

Not really! When I came to New York I had **$25.** When I **deduct** all the money I've spent on **clothes** since then, I still have **$22.63 left!**

You know, **Crock,** in the **four years** that we've been **together,** there's never been any sort of **romance!**

Whadda ya **mean?** I was **starting** to **get romantic last night!**

You **were?** What **happened?**

You came home and **spoiled it!!!**

ARTIST: MORT DRUCKER WRITER: DICK DEBARTOLO

Killjoy, I'd like to get a **job** with you, but I understand you just **deliver stationery.** I wanted something more **dangerous!**

Crock, I sell stationery to the **general public** in **New York City!** It doesn't get any **more dangerous** than **that!**

Stand back or I'll **jump! I mean it!**

Sorry, Mate! I have a stationery delivery for **Mr. Glitz!** Do me a **favor!** On your **way down,** look in the windows and **signal** to me **which floor** Glitz is **on!**

Can't you see I'm **upset?** I've just been **dumped** in a **love affair!** Hasn't anything like this ever happened to **you?**

Well, **once!** But I **got over it!** And besides, till this day, **me** and the **kangaroo stay in touch** and **remain good friends!**

NO BALL PLAYING! BY ORDER OF GEORGE STEINBRENNER

POINTER SISTERS SAY--'JUMP!'

JUMP!

JUMP!

I'm getting **great shots** of the **Columbian drug kingpin killing a stool pigeon!** It's **too bad** I'm here on assignment for the **Columbian Chamber** of **Commerce brochure!**

CLICK! CLICK! CLICK! CLICK

I got **another** great shot! Unfortunately it's **in the chest!** I hope I'm a **slow bleeder,** so there's time to get this film **developed** and **mailed** to **my ex-wife,** Zoo, back home...**Please God,** let me find one of those **"one hour"** photo places!

BLAM! BANG! BAM!

Let me **go,** you **creeps!** I'm **not** getting into a car with **strangers!**

We're **not** strangers, **we're** guys who **murdered** your **rotten ex-husband!**

Oh! I never pass up a **free ride** from **friends!**

BERLIN ARMS

POT I BREAK FOR COKE

My name is **Reako!** I head a huge **Columbian drug racket** and I **want** those **pictures** your ex-husband **mailed** to **you!**

I **swear** to you, my ex-husband did **not** send me **any pictures! Besides,** with our **divorce** settlement, he would have only sent me **half** the pictures, **anyway!**

Why do you want the **pictures?**

Because they show me **blowing someone's brains out!**

And you don't want them to **fall** into the **hands** of the **law?**

Who worries about **that?** I want them for my **photo Christmas card!**

Did you get any **pictures** in the **mail today?**

Yes, but that's **nothing!** I **also** got a notice from **Ed McMahon** telling me I **may already** be a **Million Dollar Winner!**

I can't believe you've been in this city **four years** and you're **still** such a **yokel!** If you want to see the girl **alive again,** meet us in the **subway!**

Don't take her **down there!** She'll be **killed** for **sure!**

Your **girl** arrives on the **next subway train.**

With service **these days,** that could take **weeks!**

Give me the pictures **now! I can't be seen!** I'm wanted for **robbery, drugs** and **murder!**

Big deal. I sneaked down here **without** putting in a **token!**

TV NEWS

Thanks for your help, mates! I could have handled that creep myself, but it might have meant having to change my expression!

Are you Crint East-Wood?

No, but I understand the confusion! He also writes, produces, and puts himself on the screen in any junk he feels like!

Oh—then you Sylvester Stallone!

WHAT'S UP, DOC?

WELL, I PASSED THE RABBIT TEST.

Listen, mate, my girlfriend's being held captive and I'm looking for someone who is "road wise!"

You really mean "street smart," don't you?

No, "road wise"! I need someone to tell me how to get from New York City to Long Island on the expressway during rush hour—in under four hours!

That's impossible! You really are a yokel!

Listen, guys, want to have some fun?

What's your idea of fun, old man?

Breaking into a plush estate and trashing the place!

Hey, count us in! You're raising our standards! Normally we trash middle class places! This is a chance to expand our horizons!

How did you get in?!? This estate is protected by the highest state-of-the-art security available!

Who knew??? I guess I ignored it!

Boy, sometimes being naive really pays off!

I'm taking the girl with me! And so you'll NEVER find us we're going to a place you'd never think to look. My home in Australia!

So this is your house in the Outback! Where's the bathroom?

Outback!

But you said your house was just like a townhouse in New York!

Well, I meant the Bronx! Wait, I smell those drug creeps!

How close are they?

They're just boarding a plane in America to come hunt us down!

Boy, that's some nose, Crock!

HOME SWEET HOME

AUSTRALIA

FOSTER'S BEER

You **kill** the **girl**, I'll **kill Dummee!**

Isn't it **dumb** to **fly** all the way to **Australia** to track them down since they **can't** do **anymore harm?**

Yes, but I'm into **revenge,** not **logic!** Besides, I wanted the **triple bonus mileage** from the **airline!**

WELCOME TO AUSTRALIA

Our **guide** ran away! **You** will lead us to Dummee or **die!**

That's a **very gen-erous** offer, mate! **You're on!**

So far one of our men was **dragged** two miles by a **raging buffalo** and one was **attacked** by **bats!** Dummee's **cunning,** but ne never actually **kills anyone!**

He could **kill** us at **any moment** but he prefers to only **humiliate us!**

Isn't it **odd** that he just **teases sleaze-balls** like us but **kills in-nocent wildlife for fun?**

I think t
fact th
he's fro
down-un
makes
mora
ass-
backwa

The **natives** said we're to be **eaten!** Just how **backward** are they?

Not all **that** backward! We're to be **micro-waved first!**

What happened to **Waldorf,** our **guide?**

Couldn't he **fight** the crock off with that **big knife?**

He was **at-tacked** by a **crocodile!**

That's the **strange part!** It was the **crocodile** that **had the big knife!**

HOSPITAL WASTE FOR AUSTRALIA SHORE

At last I **shot you, Dummee!** Too bad **Reako wasn't here** to **see it!**

I am Reako, you stupid *&%$#! Dummee dressed me in **his clothes!**

How was I to **know?**

Does **Dummee w**
$500 loafers?
Does he wear
$300 shirts?
Does he wear
$200 underwea
Does Dummee e
wear underwea

Crock, you're such a **brave man!** You went up against **seven** tough armed **drug dealers** and you **never flinched!** And you walk through the **jungle** inhabited by all sorts of **wild beasts** and never even **blink an eye!** Does **anything scare you?**

Definitely not, Zoo! **Nothing** scares me!

Well, will you **marry me?**

Er... ma... mar... marr... **marry you?**

Ah hah! I think she just hit upon the **one thing** that **scares Crock O'Dull Dummee!**

THE END

PART II

THE ENVELOPE, SLEAZE! DEPT.

You probably know loads of people who receive fat envelopes in the mail that are filled with chances to win fantastic prizes and mucho bucks if they will only send in the entry form (and hopefully order some dumb magazines as well). But, how many people do you know who have actually been a winner in one of these cockamamie contests? Well, we don't know any either! And we thought it was about time we got even with the creeps who keep sending out this stupid trash. So without further ado,

MAD OPENS A TYPICAL MAGAZINE SWEEPSTAKES PACKAGE

ARTIST: BOB CLARKE WRITERS: CHARLIE KADAU & JOE RAIOLA

YOU CAN WIN THESE GRAND PRIZES!

Super Spectacular Grand Prize #1



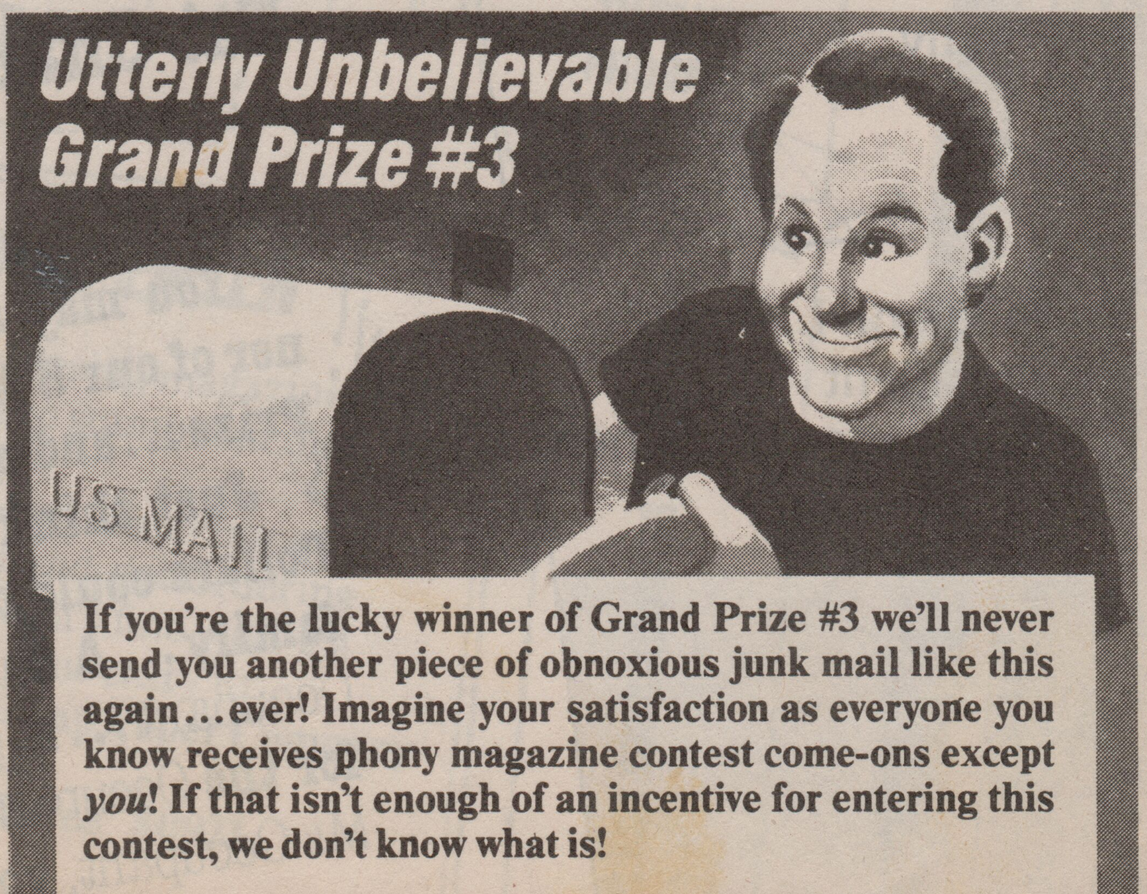
Imagine yourself at the wheel of this luxurious 58 foot yacht! Imagine setting sail for such exotic ports as the Caribbean, The French Riviera and the South Sea Islands! If you're our *BIG* winner, you'll be able to imagine all this and more every time you look at your prize—a full-color 8×10 photograph of this luxurious 58 foot yacht!

Wild Incredible Grand Prize #2



Just think of what your friends will say as you proudly display your new dream house...Complete with 18 rooms, a 4 car garage, patio and in-ground swimming pool! You'll be the talk of your neighborhood, or *wherever* you carry this 1/64th scale model house...Grand Prize #2 in our amazing magazine sweepstakes!

Utterly Unbelievable Grand Prize #3



If you're the lucky winner of Grand Prize #3 we'll never send you another piece of obnoxious junk mail like this again...ever! Imagine your satisfaction as everyone you know receives phony magazine contest come-ons except *you*! If that isn't enough of an incentive for entering this contest, we don't know what is!

WHO CAN ENTER

Our 5 Million Dollar Bonus Sweepstakes is open to all residents of the United States and Canada with the following exceptions: Anyone under the age of 18, women, left-handed people, good dancers, wristwatch owners, taxidermists, circus midgets, football fans, ex-members of Menudo, wax fruit manufacturers, Christians, and men.

If you've decided not to order...

please read this!

Dear Friend:

If you've decided you don't want to take advantage of our incredibly spectacular and truly amazing magazine buys, YOU CAN STILL ENTER OUR SWEEPSTAKES *EVEN IF YOU DON'T BUY ANYTHING*! But remember: for some unexplainable reason, a person's chances of winning seem to increase when they buy lots and lots of magazines from us. I'm not saying you *have* to buy magazines in order to win anything, but I can't think of a single winner we've had who didn't buy multi-year subscriptions to several dozen of our fine magazines!

What do you take me for, a blithering idiot? Only a moron would give away hundreds of thousands of jerks who think they can and ugly as sin to boot. ought to be shot!

Fondly,

Emerson L. Bunk
President
Fat Chance Publishers

HALF OFF
Potholder Monthly
From the publishers of *Cardboard Illustrated*
Only $23.40

83¢ A COPY
Illegal Business Week
Only $11.95

HALF OFF
OUCH!
The Magazine of Painful Dentistry
Only $14.97

58¢ OFF
ALL ADS
We dare you to find an article
Only $48.50

58¢ A COPY
VD Guide
Where It Is and How To Avoid It
Only $13.32

$8.00 OFF
Better Avocado
(Includes our Annual Guacamole Issue)
Only $14.99

This Check Could

Fat Chance Publishers
12 Bogus Boulevard
Shady Groves, Connecticut

Pay To the Order Of Mr. Occupant and

Five Million

First National Void Bank

Official Signature Her

Only $23.40

In every issue)
Only $9.99

Only $48.50

$3.05 OFF
MAD
Winner of the VEEKO Award

GOOD VALUE
Sports Titillated
52 Swimsuit Issues A Year!
$62.79

GOOD VALUE
Teen Rabbi
The Magazine for Everyone!
Only $20.00

ES AN
Journal for ss Executives)
hly $44.56

HALF OFF
CREATIVE TERRORISM
Free Hostage with Paid Subscription!
12 Explosive Issues
Only $29.99

A Personal Note From Fat Chance Publishers

WOW!

WE MEAN IT!

READ THIS!

Dear Mr. Occupant,

You may already be the winner of our 5 Million Dollar Bonus Prize...and not even know it!

Just think of what 5 Million Dollars could do for the Occupant **family...A mink coat for** Mrs. Occupant**...A college education for the** Occupant **children...Yes,** Mr. Occupant, **you could**

GOOD VALUE

DROPOUT

The Magazine for People Who Can't Read

Only $12.99

VALUE OFF

Cardboard Illustrated

From the publishers of *Potholder Monthly*

Only $17.94

40¢ A COPY

POPULAR HAIRPIECE

(Incorporating Wigs Monthly)

Only $15.00

$3.05 OFF

THYME

The Official Journal of Spices

Only $38.50

HALF OFF

Popular WASTE BASKET

Only $15.00

$8.00 OFF

Boating For Horses

Only $6.98

$4.03 OFF

Popular Explosives

Only $15.00

GOOD VALUE

Unaffordable Things

Only $157.95

HALF GOOD

Review Journal Digest

(America's Most Boring Magazine)

Only $18.00

GOOD VALUE

Stole & Dr

The Year Getawa

Only $

$5.03 A COPY

Family Disagreement

(8 domestic squabbles in every issue)

Only $9.99

83¢ A COPY

U yest

Old That's I

Only

It's Easy To Find Out If You're A Winner!

All you have to do is watch T.V.! We'll be announcing the winners of our super duper Grand Prizes and the 5 Million Dollar Bonus Giveaway sometime in September (or October) during channel 39's 4 AM Farm Report program in Bagboro, Montana! In order to protect your privacy, this is absolutely the *only* place and time we will be announcing the winners. See you in Bagboro!

Be Yours!

Any Day Now 19 88!

$5,000,000!!

OFFICIAL ENTRY CARD

SPECIAL COLOSSAL GRAND PRIZE STAMP HERE!

MAGAZINE STAMPS HERE

VERY SPECIAL PRIORITY STAMP HERE

THE STAMP THAT LOOKS LIKE FLORIDA HERE

AREN'T YOU GLAD WE DIDN'T DESIGN A STAMP THAT LOOKS LIKE THIS?

PUT YOUR VERY SMALL STAMP THAT YOU PROBABLY LOST HERE

PLACE ANY STAMPS YOU HAVE LEFTOVER HERE!

☐ YES, charge me a lot more for the magazines than you said you would.

HOW TO ENTER

1.) If you are ordering magazines, affix a postage stamp and mail immediately!
2.) If you are only entering our sweepstakes and not ordering magazines, that's fine with us! Simply mail your entry to:

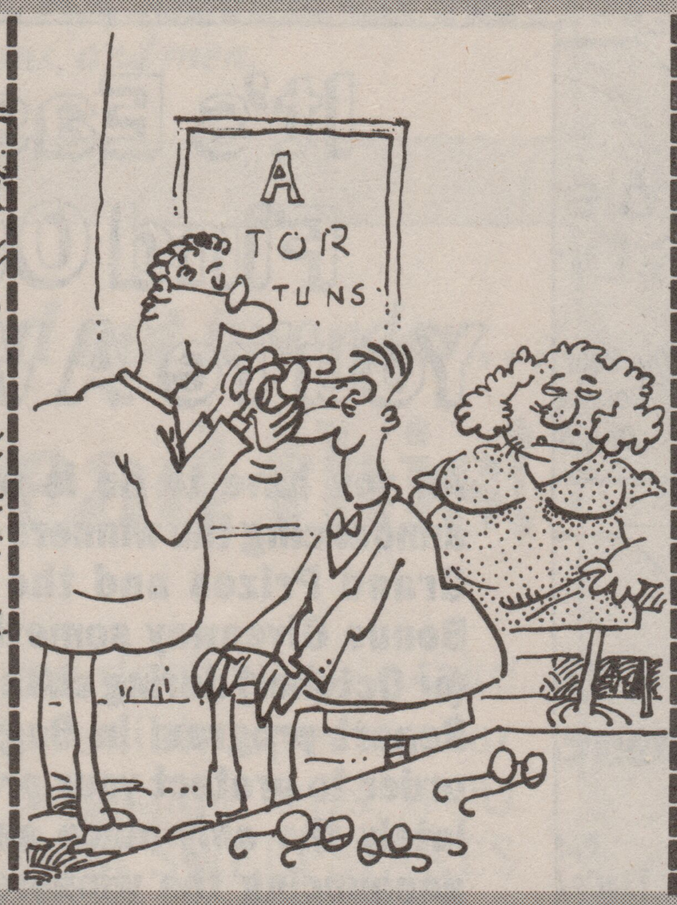
Yung Scrap Paper Company
Baktash
South Korea 80921

PLACE YOUR ADDRESS LABEL HERE

SERGE-IN GENERAL DEPT.

A MAD LOOK AT

















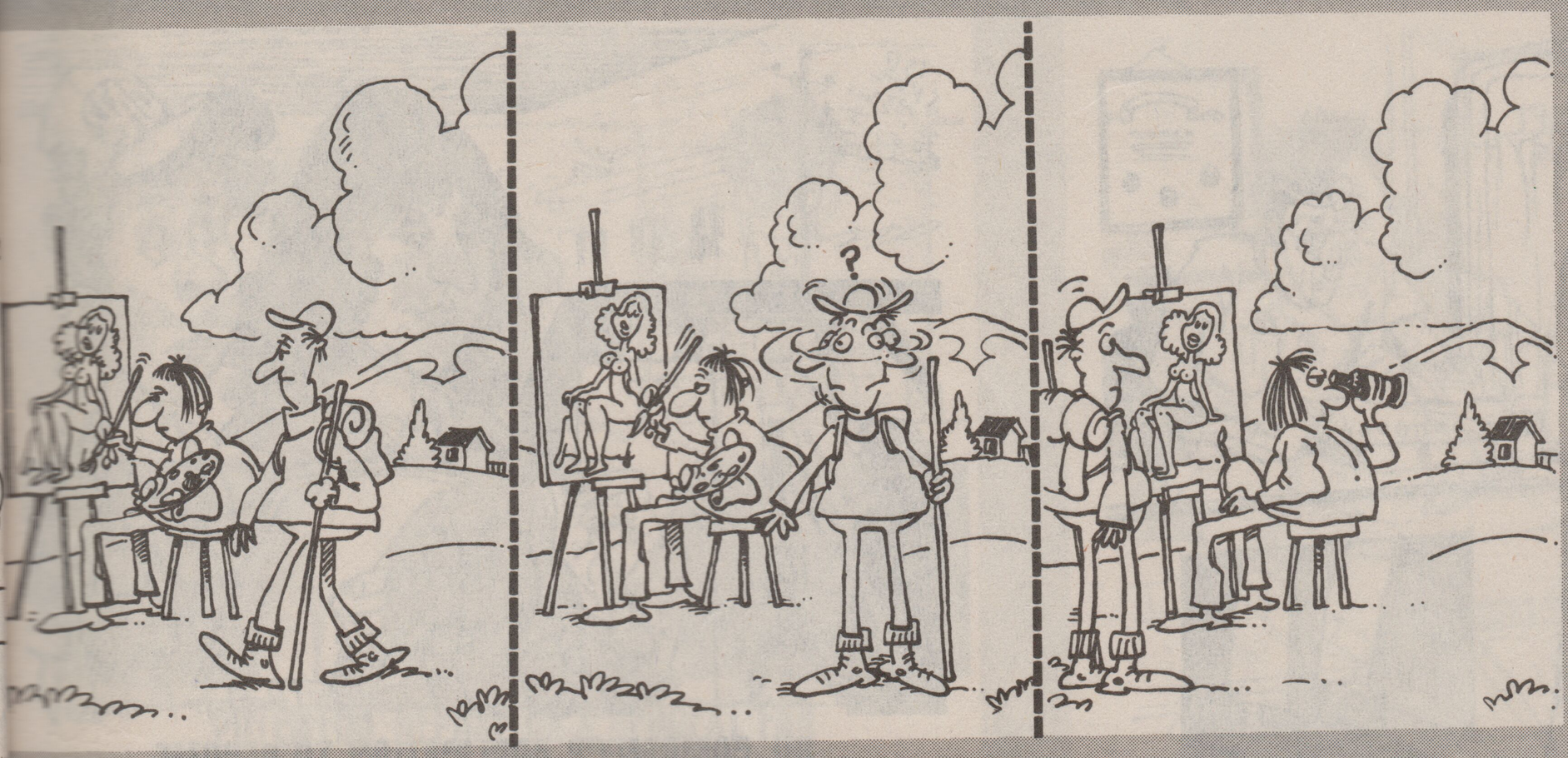




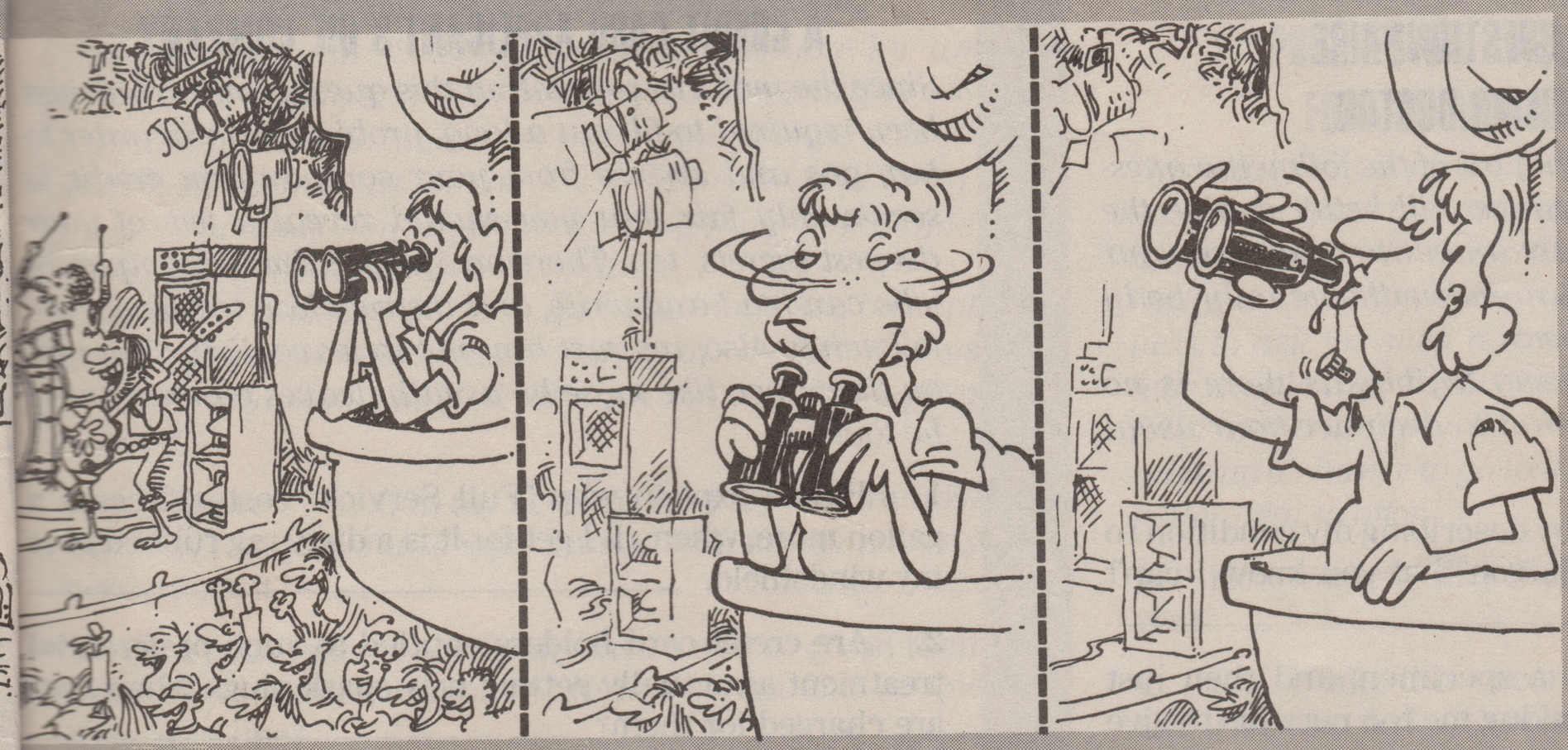


OPTICS



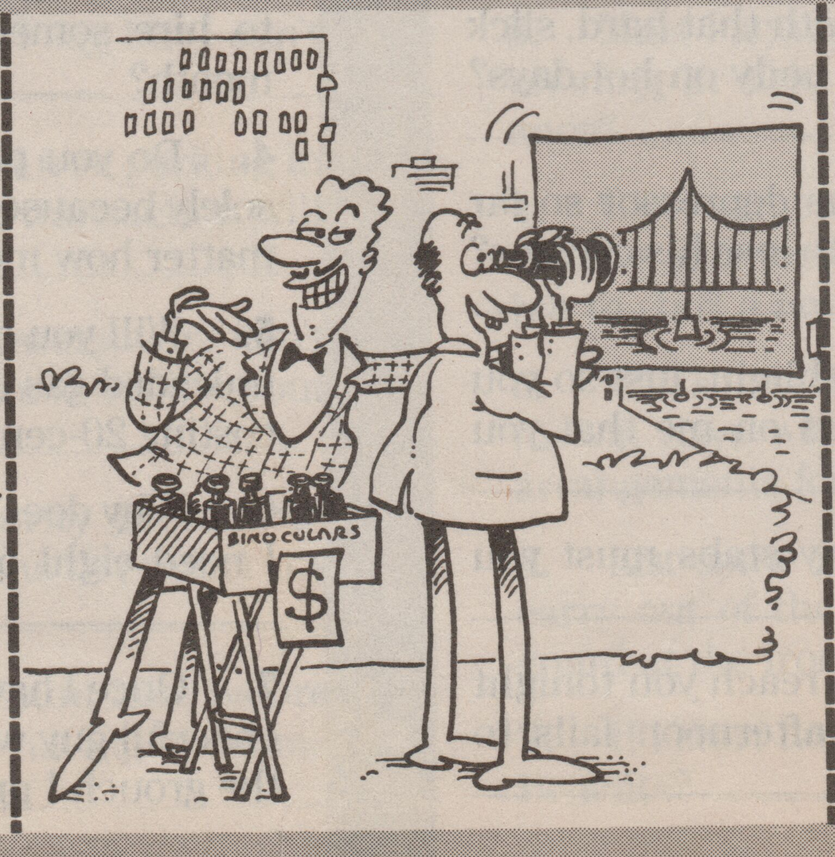


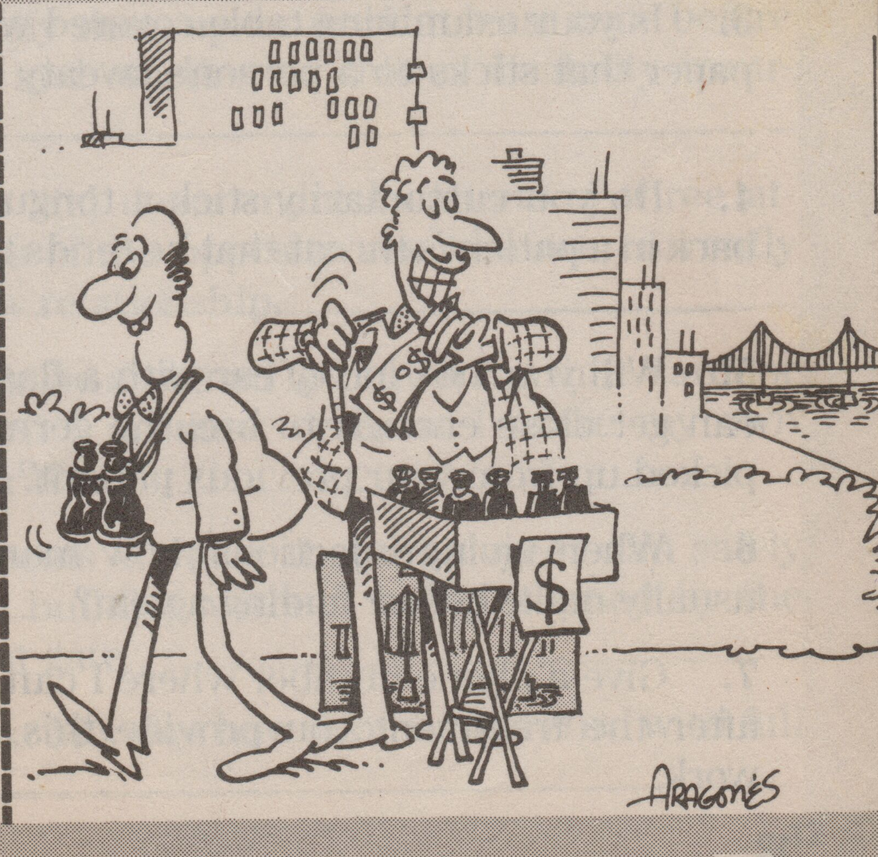
ARTIST AND WRITER: SERGIO ARAGONES









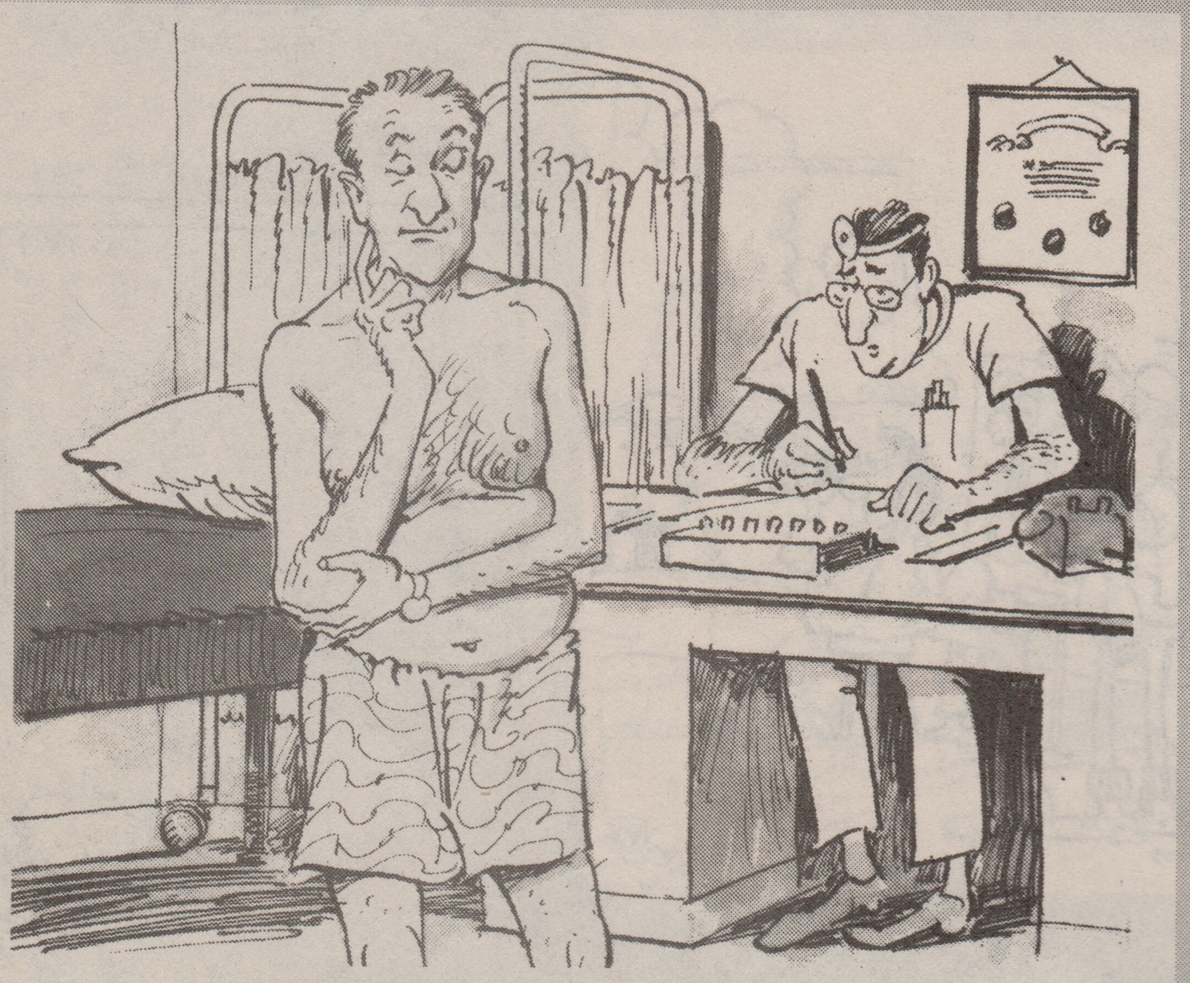


ASK KICKERS DEPT.

Have you ever stopped to think of how many forms you fill out in the course o
year while applying for such varied things as charge accounts and medical ca
and school admissions? More important, have you ever stopped to think that mo
of the people asking the questions are the same ones who are also asking you

IF "THEY" HAD TO FILL OU

ARTIST: HARRY NO



NEW PATIENT'S QUESTIONNAIRE FOR AN UNFAMILIAR DOCTOR

Please cooperate by answering all of the following questions completely. Your assistance will better enable the new patient now awaiting treatment to diagnose your qualifications for messing around with the only body that he (or she) will ever have.
(P.S. Just this once, try writing legibly, as there is no pharmacist on hand to attempt to decipher your usual childish scrawl.)

1. Do you plan to show off by describing my condition to me in complicated medical jargon that you know I can't understand? _____

2. Do you plan to ask for a specimen, and then just stand there and wait, thus making me too nervous to give you one? _____

3. Is your examining table covered with that hard, slick paper that sticks to a person's sweaty body on hot days? _____

4. Do you customarily stick a tongue depressor so far back in a patient's throat that he tends to lose his cookies? _____

5. Will you look in my ear with a flashlight, just so you can get close enough to breathe germs on me that you picked up from your previous patient? _____

6. When giving injections, how many stabs must you usually make before finding a vein? _____

7. Give a phone number where I can reach you tonight after the treatment you provide this afternoon fails to work. _____



OIL COMPANY'S APPLICATION TO BECOME A CREDIT CARD APPLICANT'S OIL COMPANY

*Since the motorist presenting this questionnaire has jus
been required to fill out a long, probing form in order t
buy gas and service from your company on credit, i
seems only fair that you should reveal a few of you
deepest secrets, too. Therefore, please find an employe
who can read and write, and instruct him to answer th
following. Also, instruct him not to leave dirty smudge
on the paper, like those he usually leaves on everythin
he touches.*

1. Please explain why "Full Service" costs 12-cents
gallon more, when all I get for it is a dirty rag rubbed ove
my windshield. _____

2. Are credit card holders entitled to such preferentia
treatment as actually getting new spark plugs when the
are charged for them? _____

3. How high must your prices go before you can affor
to hire someone to mop your rest room floor once
month? _____

4. Do you plan to raise gas prices again next summe
solely because you know motorists will buy more then, n
matter how much it costs? _____

5. Will you continue to lower the octane rating on you
unleaded gas until every car requires the premium grad
costing 20-cents a gallon more? _____

6. Why does your dealer in my neighborhood insist tha
I need eight quarts of oil to fill a five-quart crankcase
_____

7. Once I have my credit card, can I be waited on by tha
cheerful guy who does your TV commercials, rather tha
the grouch I presently get? _____

give them your money, your time or your trust? Well, now that you've stopped to think about it, don't you also think that matters should really be reversed, and you are the one who's entitled to do the questioning? MAD certainly thinks so! That's why we've prepared these nosy, fact-finding forms you'd sure enjoy using

"YOUR" QUESTIONNAIRES

WRITER: TOM KOCH



POTENTIAL DEPOSITOR'S REQUEST FOR FULL DISCLOSURE OF BANKING COMPETENCE

This questionnaire is being presented to you by an ordinary working stiff who contemplates entrusting his life savings to your financial institution. Please take a moment to glance around at your employees, and imagine how nervous you would feel giving money to any of them. Then fill out this form in full.
(Note: Your answers to these questions will not be kept any more confidential than you keep the deposit figures of your customers when credit agencies come snooping around.)

1. If I have $10,000 in my account, and try to withdraw $50, how many of your people must vouch for my honesty before I get it? _____

2. Are your tellers specifically instructed to go on their coffee breaks whenever there are more than four people waiting in line? _____

3. Do you have one of those drive-in windows where the girl behind the glass can hear everything I say, but I can't hear her at all? _____

4. Why am I allowed only 20 minutes of free parking in your lot when you know that the simplest transaction will take twice that long? _____

5. If you really have $500-million in assets, why can't you afford one workable ball point pen for use in filling out deposit slips? _____

6. Describe how your 73-year-old security guard with the thick glasses and the hearing aid plans to protect my money. _____

7. How many years must I have an account here before at least one of your tellers remembers having seen me before? _____



PROSPECTIVE EMPLOYER'S APPLICATION FOR JOB APPLICANT'S ACCEPTANCE

This vital form is presented by a potential employee who may soon have to start making changes in his leisurely life-style to go to work for your outfit. Naturally, this raises a lot of questions about your company's worthiness to ask for such a drastic personal sacrifice. Please take ample time to answer all of the following questions fully and truthfully. Failure to do so could result in my missing a chance to go to work somewhere else that has a better deal to offer.

1. How many weeks of paid vacation will I get the first year? _____

2. Can I take this vacation time before starting work, and if so, who do I see about getting paid for it in advance? _____

3. Must I actually show up for work at least once before phoning in sick, and starting to collect disability insurance? _____

4. Give names and department locations of three attractive members of the opposite sex who are currently hot to start a new relationship. _____

5. Will someone be assigned to punch my time card for me on days when I am late, or must I make my own arrangements for that? _____

6. List some items of value that employees can safely carry out of the building without being stopped by the guard at the front gate. _____

7. If I start next Monday, how soon can I retire with full benefits? _____



POTENTIAL COUNTRY CLUB JOINER'S REQUEST FOR MUTUAL DISCLOSURE OF INFORMATION

While your Membership Screening Committee is naturally concerned about admitting an applicant whose character, morality and community standing may not measure up to your standards, it is equally true that the applicant presenting this questionnaire isn't sure he wants to associate with you either. Therefore, please be advised that said applicant doesn't intend to write his check for membership fees until your club officials have written their answers to the questions on this form.

1. Can I assume that you asked all those personal things about my religion because you want to be sure I don't have any, and will thus be available to play golf with you on Sunday? _____

2. I notice that you've had trouble finding black people who want to join your club. Would you like my help in finding some for you? _____

3. As community leaders, don't you feel obligated to tell the police that club members gamble for real money on your golf course? _____

4. In reference to Question Number 3, shouldn't your police report also mention the gambling in your card room? _____

5. Is that guard at the gate supposed to keep non-members from entering, or to keep members from leaving when they're too drunk to drive home? _____

6. What does your Pro Shop do with all the money it makes selling 75-cent golf balls for three-dollars apiece?

7. Did you ever stop to figure that I could play 800 rounds of golf a year at a public course for less than you charge in annual dues? _____



CAMPUS ADMINISTRATORS' STUDENT ACCOMMODATIONS TEST

READ ALL INSTRUCTIONS BEFORE ATTEMPTING TO ANSWER QUESTIONS!

This S.A.T. Exam is being given to selected college ad ministrative personnel and professors by a recent high school graduate who has the tuition money your schoo needs. Therefore, acceptable answers to all questions ar of utmost importance if you hope to enroll this desirabl young person. This S.A.T. may determine the whole futur course of your life. So don't get nervous and blow it all b choking up.

1. Do your dormitories have any Freshman Restric tions, such as a curfew requiring me to be in by breakfas time? _____

2. Is there an adequate number of students of th opposite sex on campus, and, if not, what steps are bein taken to correct this? _____

3. Does your library have plenty of dimly lit, seclude corners where I can take a date on occasions when I can afford a motel room? _____

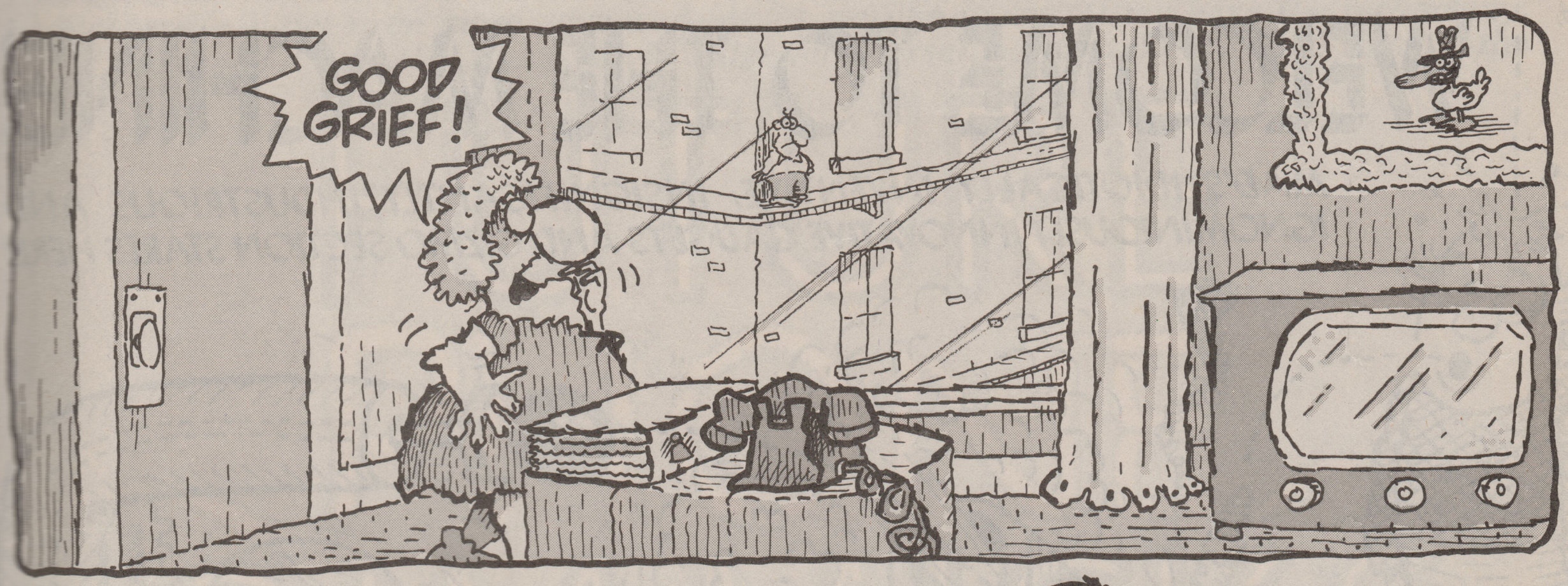
4. How far off campus (plus or minus one block) is th nearest tavern employing a bartender who never check I.D.s? _____

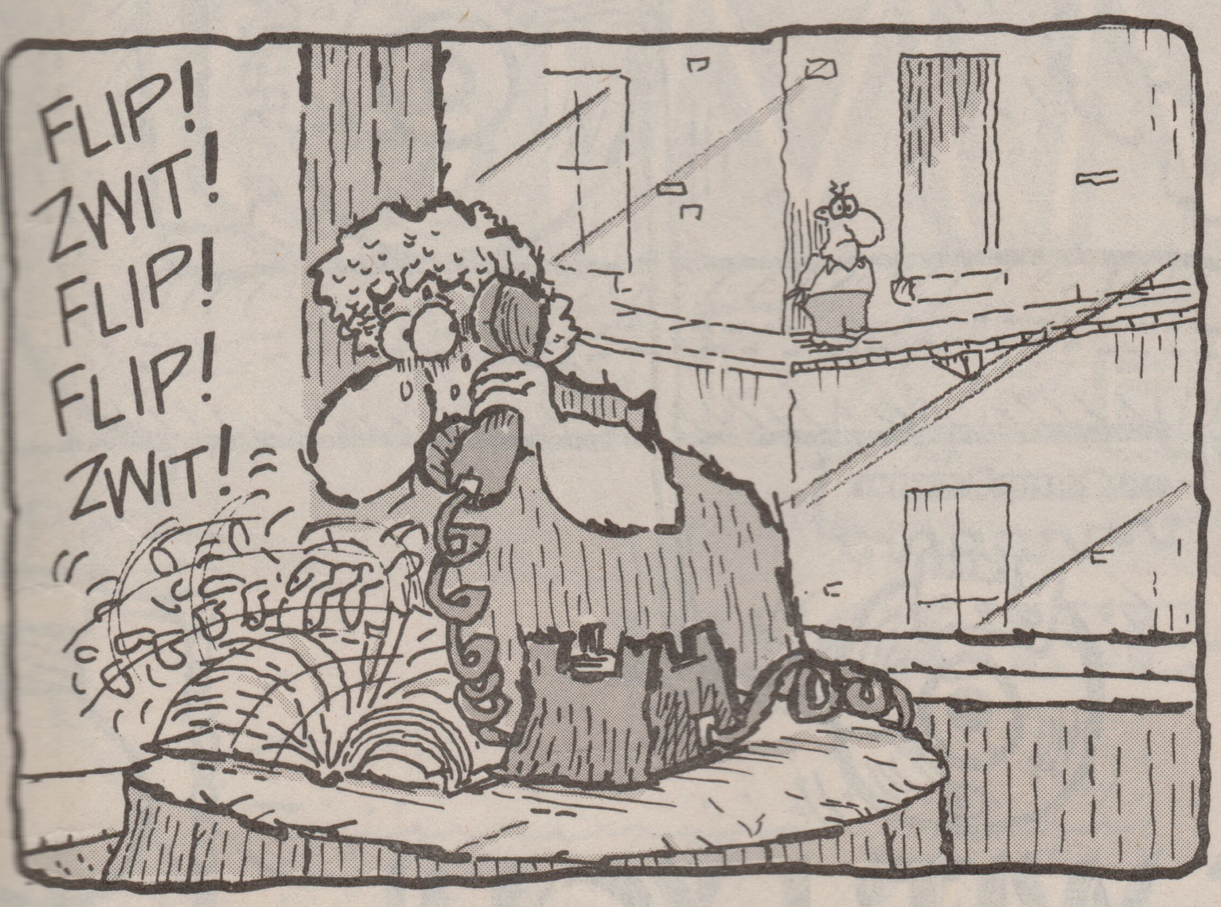
5. Name at least three potential All-American footba players who have signed letters of intent to enroll at you school next fall. _____

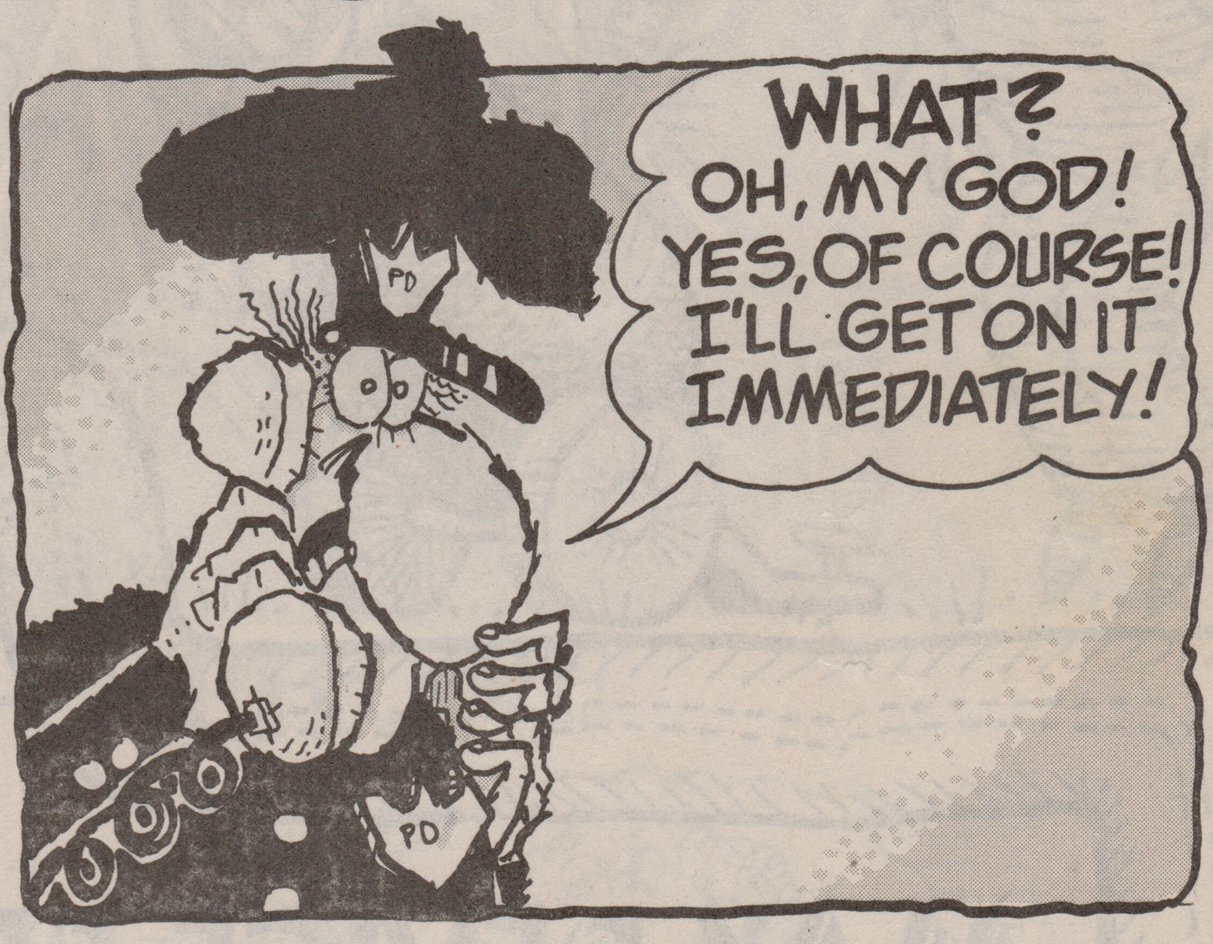
6. Are your faculty members specifically instructed n to give hard homework assignments that might interfer with my social life? _____

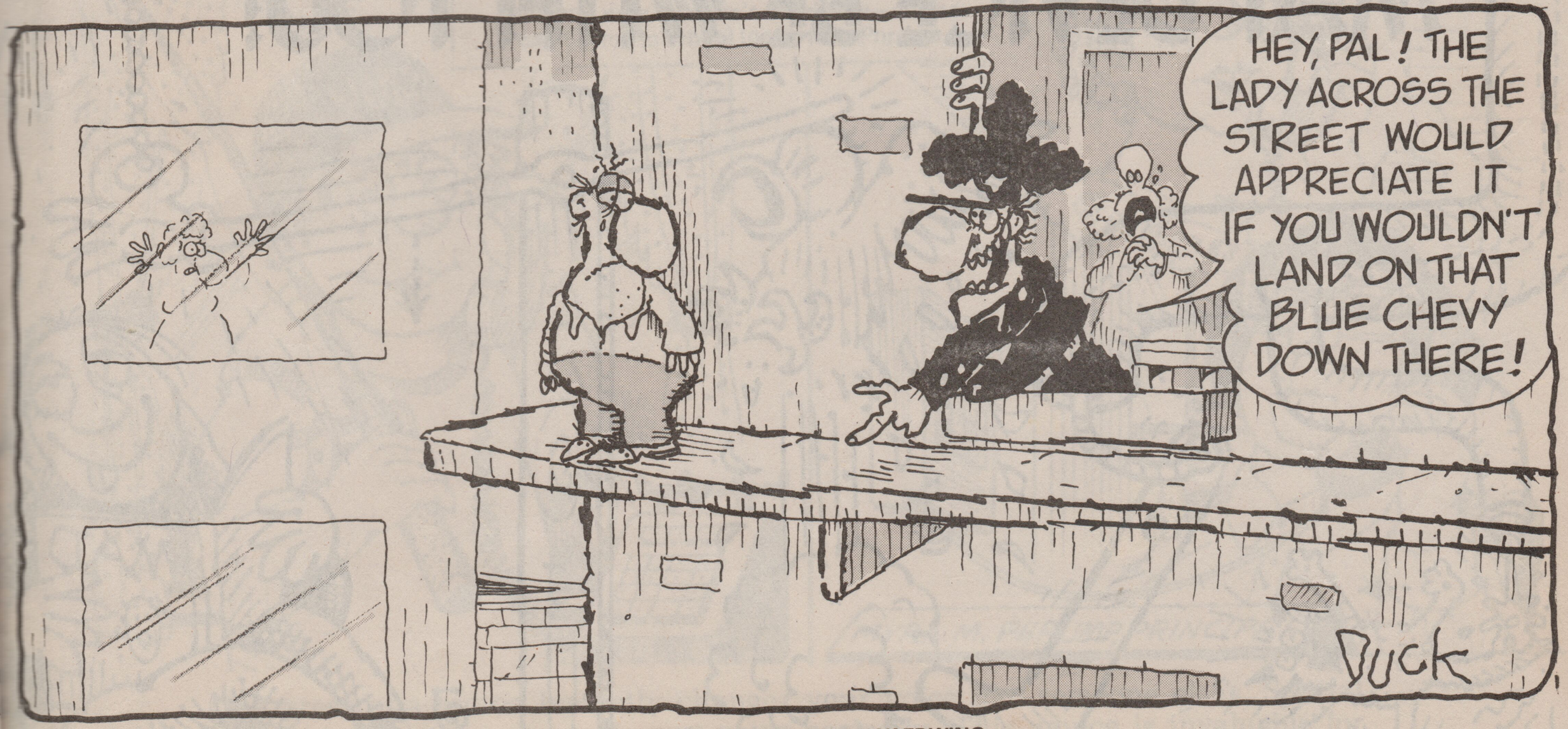
7. Use this space to give your sworn assurance that yo can get me a job paying at least $30,000 a year followin my graduation. _____

THE STUPEFYING SUICIDE SITUATION







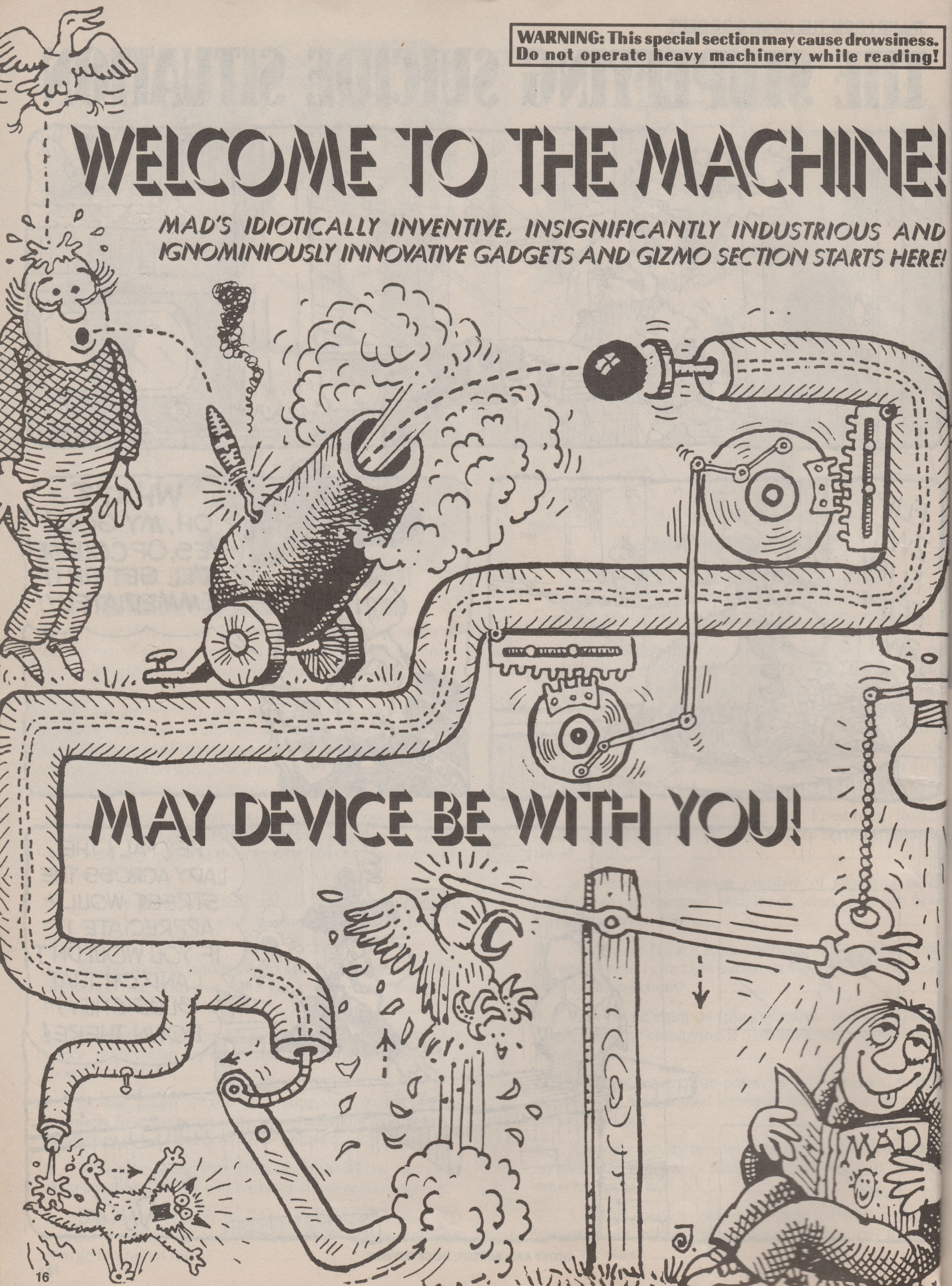


ARTIST AND WRITER: DUCK EDWING

WARNING: This special section may cause drowsiness. Do not operate heavy machinery while reading!

WELCOME TO THE MACHINE!

MAD'S IDIOTICALLY INVENTIVE, INSIGNIFICANTLY INDUSTRIOUS AND IGNOMINIOUSLY INNOVATIVE GADGETS AND GIZMO SECTION STARTS HERE!



MAY DEVICE BE WITH YOU!

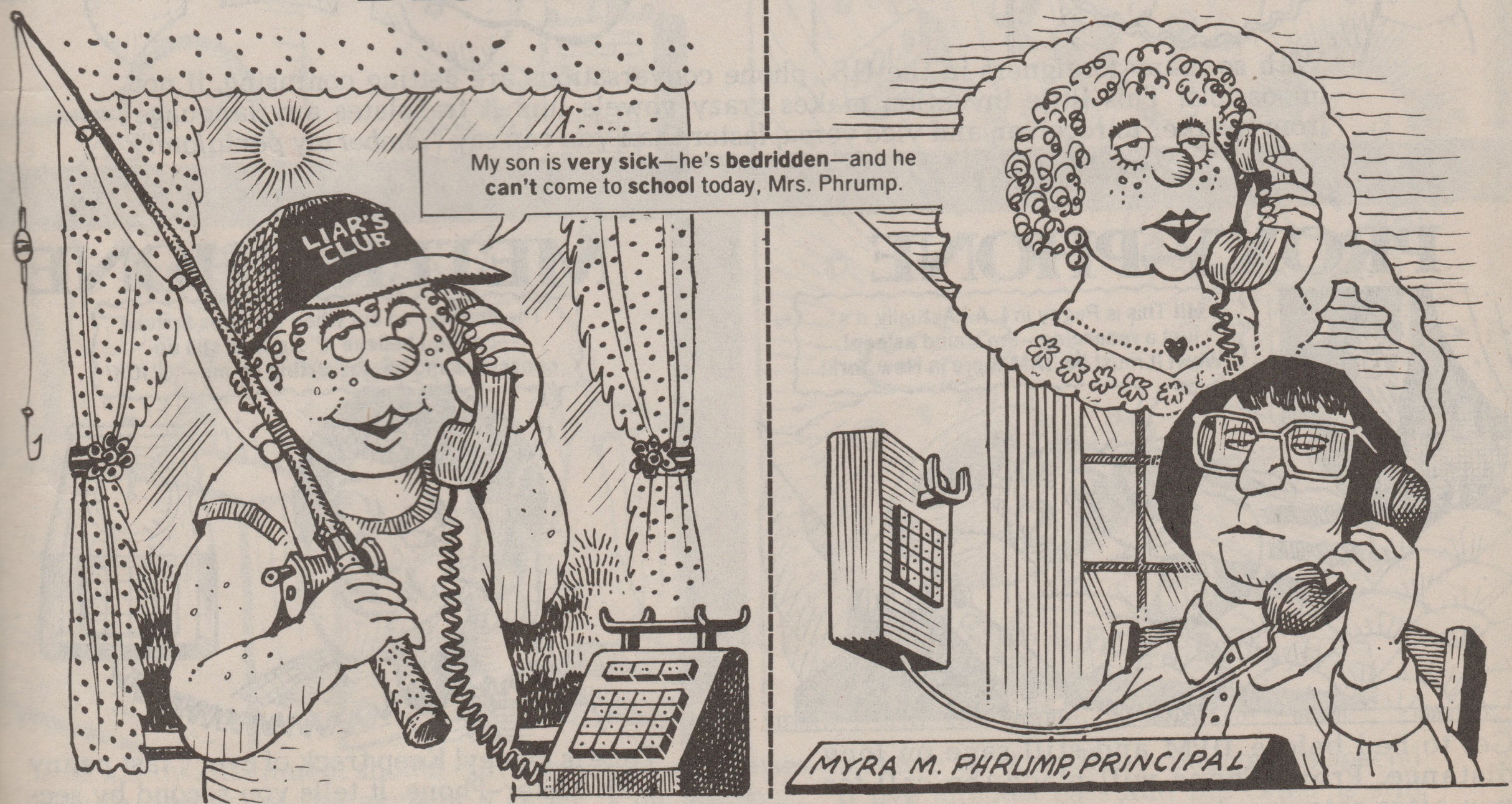
THE SHAPE OF RINGS TO COME DEPT.

Used to be, only the phone company was in the phone business. But that made too much sense! So the government opened the field to anyone who could make the sound of a dial tone! The hot competition led to new services, like "memory dialing" and "call forwarding." We at MAD bet things will get even more advanced—or, as we like to say, "They have the technology; they can make it better!" Or can they?? Judge for yourself as you take a look at some of the

FUTURE PHONE GIMMICKS WE EXPECT TO SEE

ARTIST: AL JAFFEE WRITERS: DICK DEBARTOLO AND AL JAFFEE

DISGUISE-A-PHONE



One press of a button instantly changes your voice into someone else's. Special fine tuning lets you re-create any voice perfectly. This device is invaluable for making authentic-sounding excuses in business, school and personal relationships.

DISTORTION–PHONE

If all your old friends live out of town, you probably spend hours and hours on the telephone. But you probably **hate** outrageous phone bills! Get Distortion–Phone!

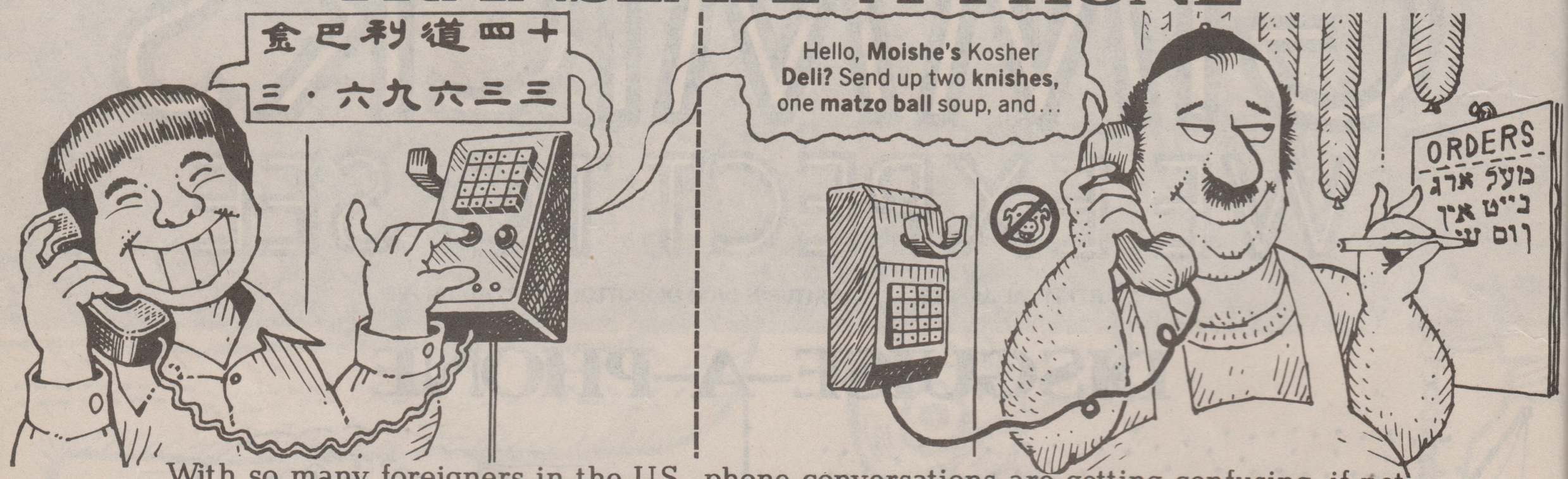


Call your friend long distance and switch on Distortion–Phone. Speak normally. Its special circuits make your voice almost unintelligible.



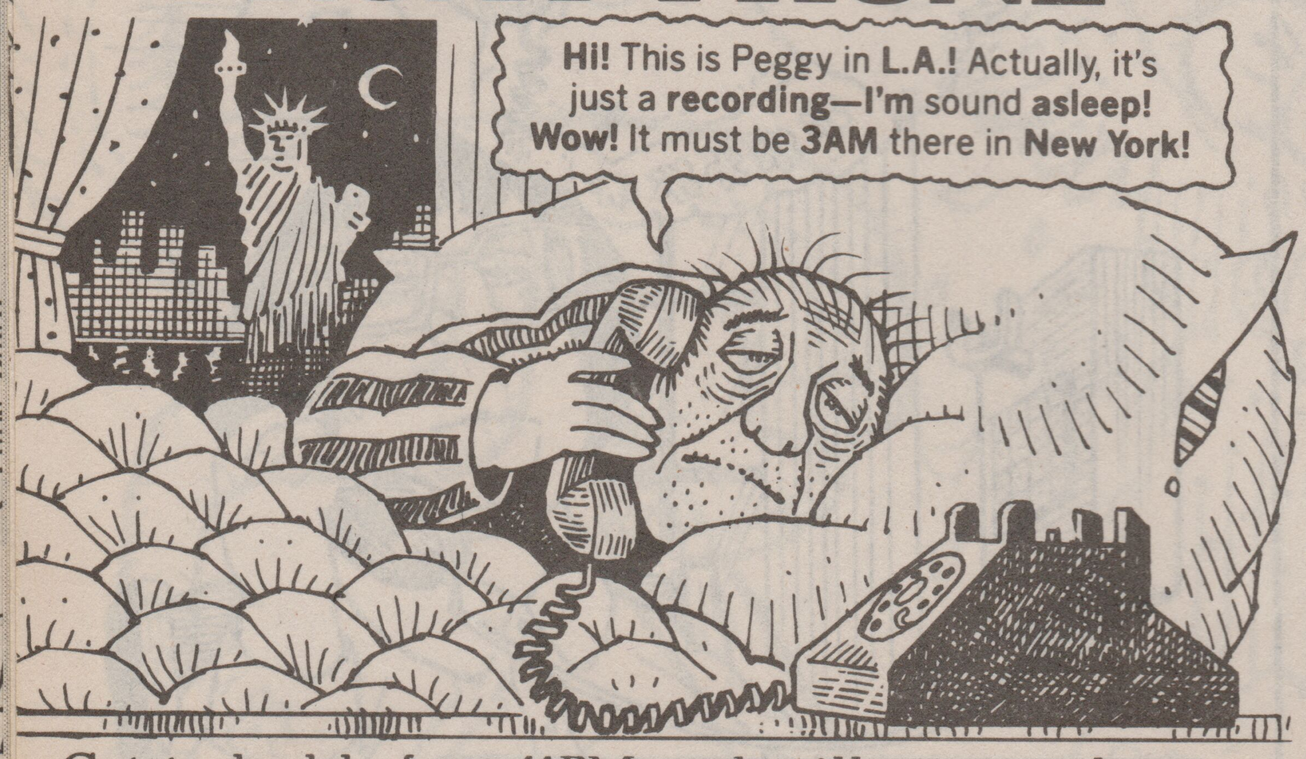
That's all there is to it! Sit back and relax. Your friend calls you back, and you only pay for the 20–second initial call!

TRANSLATE–A–PHONE



With so many foreigners in the U.S., phone conversations are getting confusing, if not impossible! This little invention makes crazy vowels fun. It translates any language from speaker to receiver, and vice versa, faster than you can say, *"Tomber* my *pantaloni!"*

PROXY–PHONE



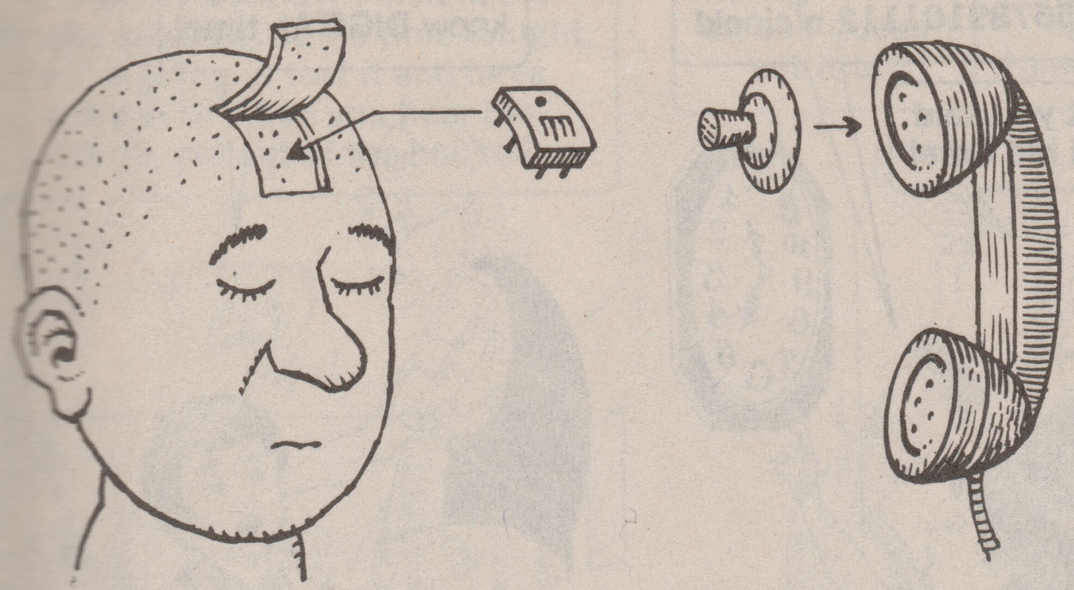
Get to bed before 11PM and still save on long distance. Proxy Phone will place the call for you after rates go down. Just pre-record your message and program the number you want called. Great for beating the difference in time zones!

METER–PHONE



Time is money! Keep track of every last penny with Meter–Phone. It tells you second by second how much you're spending. End mindless chatter. Set the alarm at a certain amount, for example, and cut your sister off at $2.00!

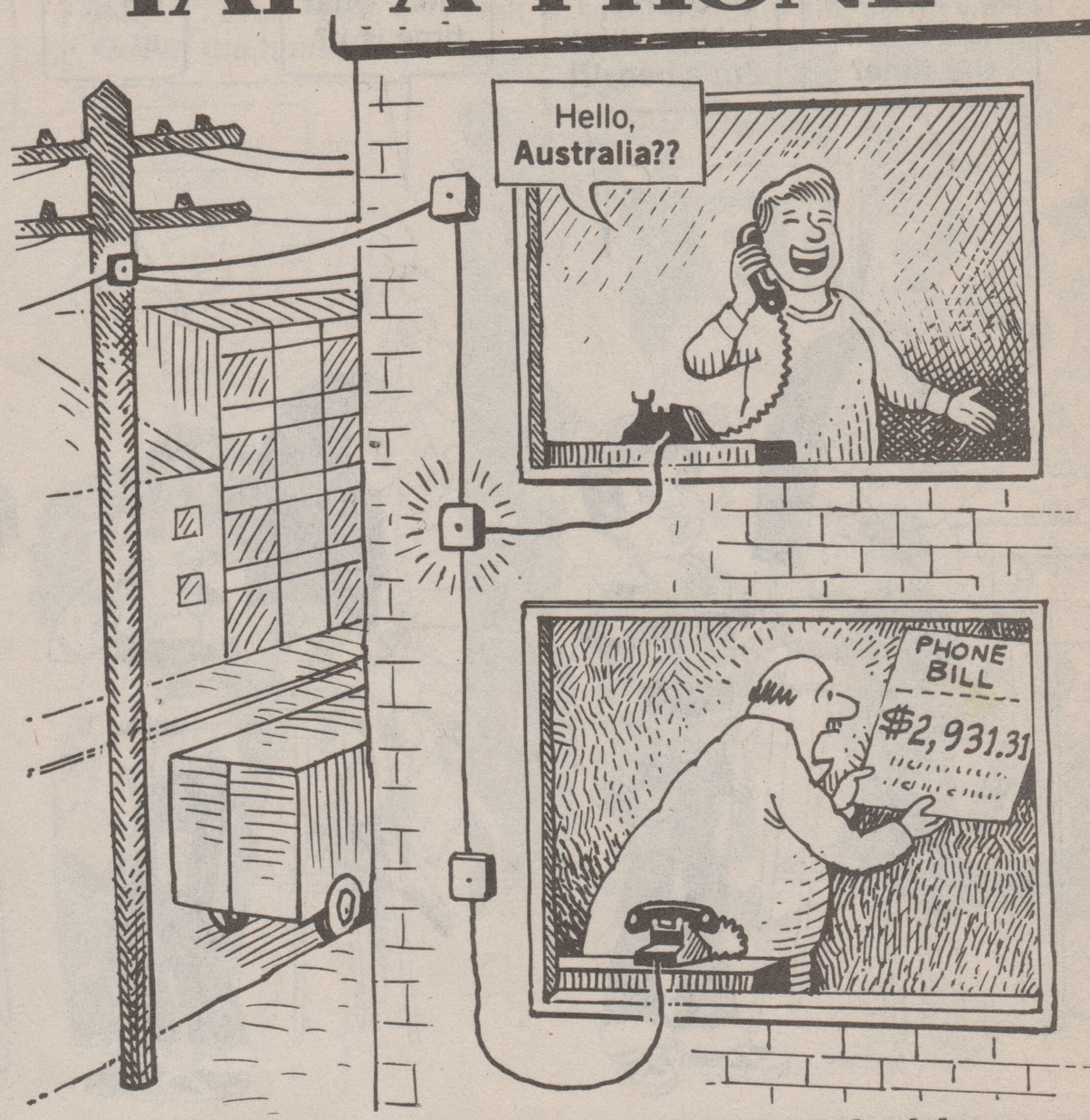
THINK–PHONE



Enjoy total privacy during calls. A surgical technique, similar to the one used for pacemakers, implants a tiny Think–Phone receiver/transmitter in the skull. Calls are made over thought waves. A must for spies, obscene phone callers and slobs who talk with their mouths full!



TAP–A–PHONE



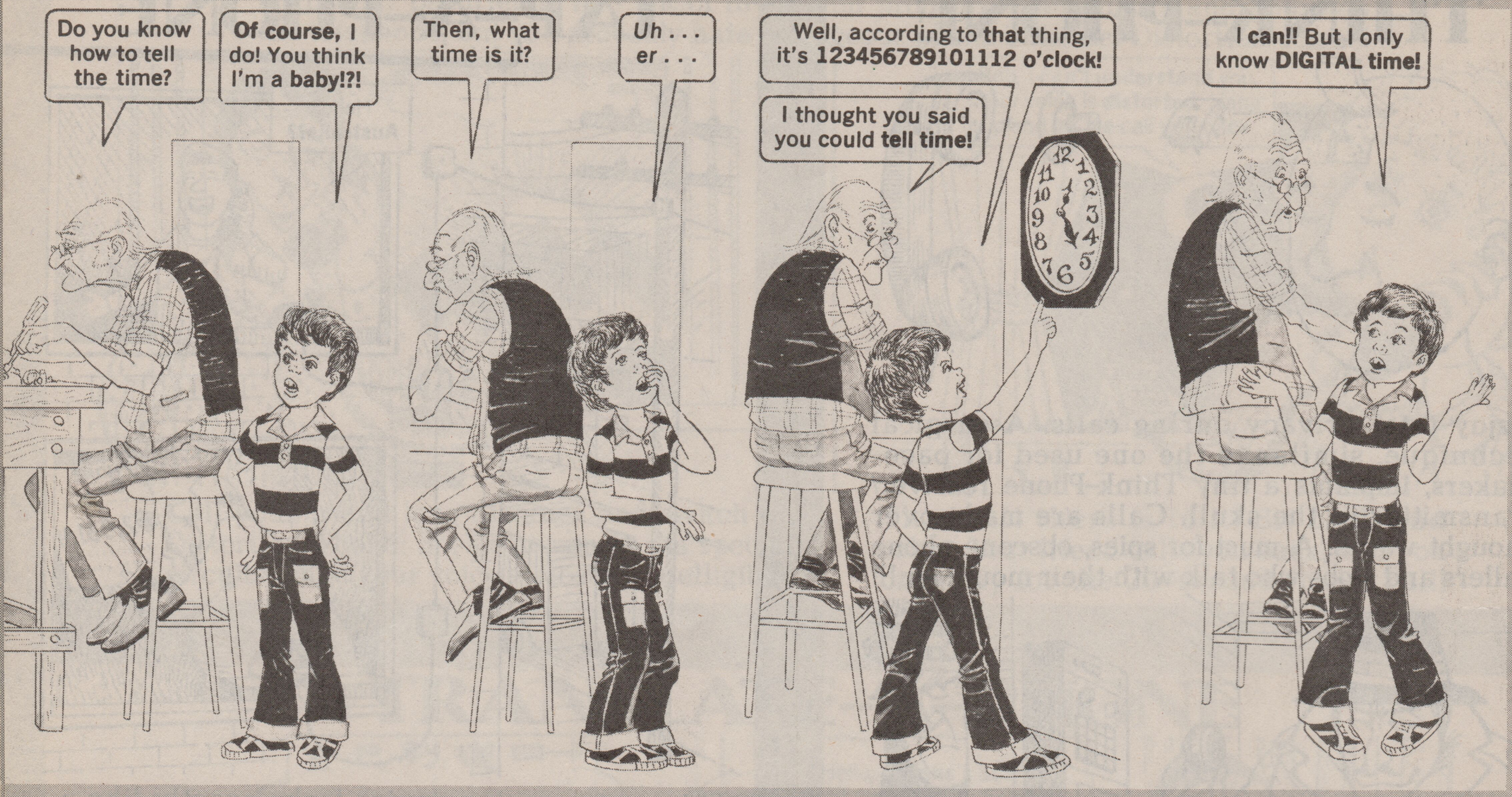
This money-saving device looks exactly like a piece of phone company equipment—but it's really a remote receiver. When it's clamped on someone else's line, you can make as many calls as you like, and the charges go to the tapped party!!

DESTRUCT–A–PHONE





This handy attachment should cure certain phone abuses that have become all too common. Its special circuitry activates the moment a caller is put on "hold." If five minutes pass and the caller is still waiting, a severe electrical charge surges through the phone lines, shattering the telephone of the schmuck who put you on "hold." (The Deluxe model can be set to explode at the first sound of Muzak.)



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... GADGETS



Listen, everybody! I installed a **smoke detector!** Some time tonight, we're going to **test it** and have a **fire drill!** When you **hear the alarm,** get **out** of the **house!!**

Cigarette smoke doesn't set it off!

That's why I'm lighting this piece of **paper!**

Okay . . . everybody! **Out of the house!!**

BEEP

Well, at least we know the **alarm works!**

BEEEP

F.D.

GETS

WRITER & ARTIST: DAVID BERG

I've got this marvelous new **"Touch Command Timer"** that's computed to **turn things "on"** when I'm **not at home!!**

2 MA

It turns on the **lights** . . . it turns on the **water sprinkler** . . . it turns on the **radio** . . .

It even turns on the **electric oven** and **starts dinner** while I'm away!

If it **does** all that . . . **why** are you **rushing home?**

I forgot to turn it on!!

What's going on here? First, you bought a **stereo receiver** and **two loudspeakers!** Then, you added a **record player!** Then, you added a **reel-to-reel tape recorder!** Then, you added an **8-Track,** a **cassette player** and **two more loudspeakers!** When will it **end?!**

You see the back of this receiver . . . where there are a bunch of **plug holes** for various **component parts?**

Right . . .

It'll **end** when I **run out** of **plug holes!**

Here we are, both finished with our day's fishing . . . and all **I** have to do is take this **compact fishing gadget,** fold it up, and stick it into my pocket . . .

. . . while **you're** loaded down, carrying that big clumsy **rod,** that heavy **reel,** a **tackle box** full of **hooks** and **flies** . . .

. . . a **gaff,** a **net** and all that **foul-weather gear!**

You're **right! I am** loaded down, carrying all this **stuff!**

Especially with this **big pail of FISH!!**

Arnold, baby, you look like you've got the weight of the **whole world** on your shoulders! Why the **hangdog expression?** What's **eating you,** anyway?

I've got **troubles! Big** troubles! I'm **terribly worried** about my **Wife!!**

Your **WIFE!?** Oh, my Lord!!

But, she's so **young!** The last time I saw her, she seemed so **robust**—so **healthy!** Tell me, Buddy-boy, **what** has she **got?!**

My brand new $14,000 car!

The **Remote Control** for the **TV** isn't working!

Le'me have it!

Oh-oh! Mr. **All-Thumbs** is gonna fool around with a **complicated electronic gadget!** God knows **what** will happen **now!**

I'll thank you **not** to **underestimate** my **fantastic technological capabilities!** Here! **Try** it!

It's **STILL** not working!

Oh, **yes** it is!!

The **GARAGE DOOR** just **opened!**

The **President** asked us to **conserve fuel** . . . right?

Right!

He **asked** us not to let the **room temperature** go over **68°**, right?

Right!

Well, it's **now 73°!** How do I **lower** the **room temperature?**

Simple . . .

Turn on the **air conditioner!**

Hey . . . you dudes out there! You better **get it together!** You're **polluting** the **Earth** with all your **cars,** and the **power plants** you need to **run** all your **gadgets,** your **gismos** and your **doohickeys!**

Pretty soon, you **don't own** them things! **They** own **YOU!!** And all them smoke-belchin' **Electric Companies** own your **soul!**

Me? I don't **need** any of them things! All I need is my li'l ol' **guitar** . . .

. . . an' a **socket** to plug it **into!**

David Ber

The Electrolux vacuum cleaner **doesn't** just **clean** rugs! It does **other** things as **well!**

Really? I didn't **know** that!!

Let me **demonstrate!** It has **various attachments** that also clean your **walls,** your **drapes,** your **Venetian blinds,** your **mattresses,** your **upholstery,** and **under** your **sofa!**

Oh . . . how **marvelous!!**

What in heck is your Mother **doing?** She **already owns** an Electrolux vacuum cleaner!

I know . . .

. . . but she **didn't** feel like cleaning the **house** today!!

I've got a gadget at home that says **terrible things** to me every day!

You have a gadget that **talks** to you!?!

Not exactly! It **communicates** in a very **clear** and **insulting manner!**

Oh, **wow!** And **what** does it **communicate?**

It tells me I'm **ugly,** that I **lack self-control,** and that **no fella** will **ever want** me!

Gee . . . ! what kind of a gadget is **that?**

A SCALE!!

Sir, I've got a letter from a woman who says she bought one of our appliances back in 1952! She says she's **still using it today!** What's more, it has never needed a **single repair!**

That's remarkable!

I want you to **write** to that woman and offer her five hun– . . . no, make that a **thousand dollars** for that appliance!

Yes, sir . . .

And when you **get** it, have Engineering **strip it down** and **examine it thoroughly!** Have them **find out** exactly what made it **last** so long!

Yes, sir! It could **revolutionize** the **whole industry!**

Right! And we **don't** want to make that **same** mistake **again!**

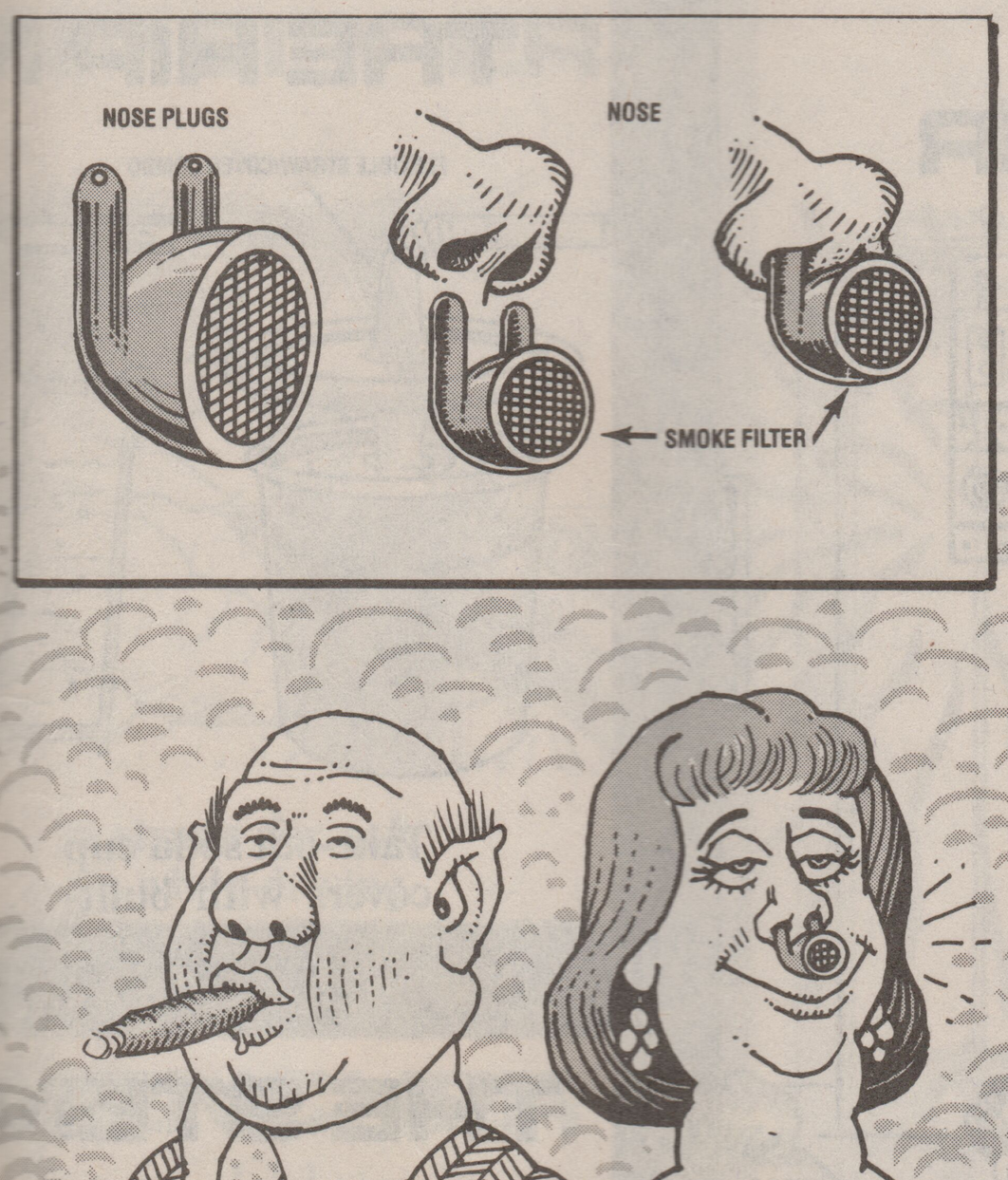
ALL JAFFEE DEPT.

When it comes to new inventions, all we ever hear about are the super sophisticated, high-tech marvels of industry, aerospace, defense and so on. But for most of us, this is meaningless. After all, how often do we have a need for a microprocessor-driven, laser-guided ingot-splitting device? For the kinds of problems *we* face, we'd much rather have (and desperately want!) these...

LOW-TECH INVENTIONS FOR EVERYDAY NEEDS

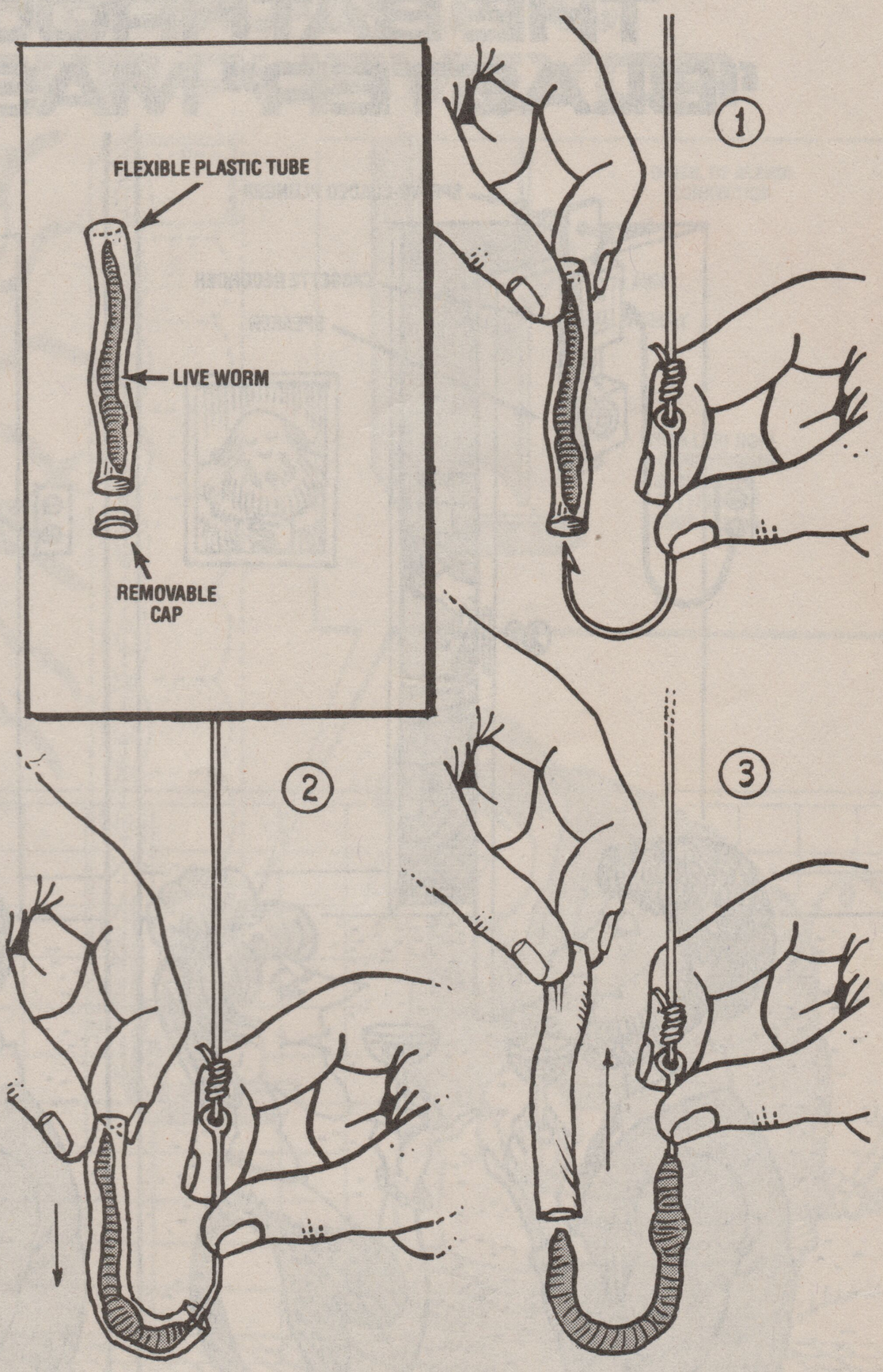
ARTIST AND WRITER: AL JAFFEE

THE NOSE HOSE



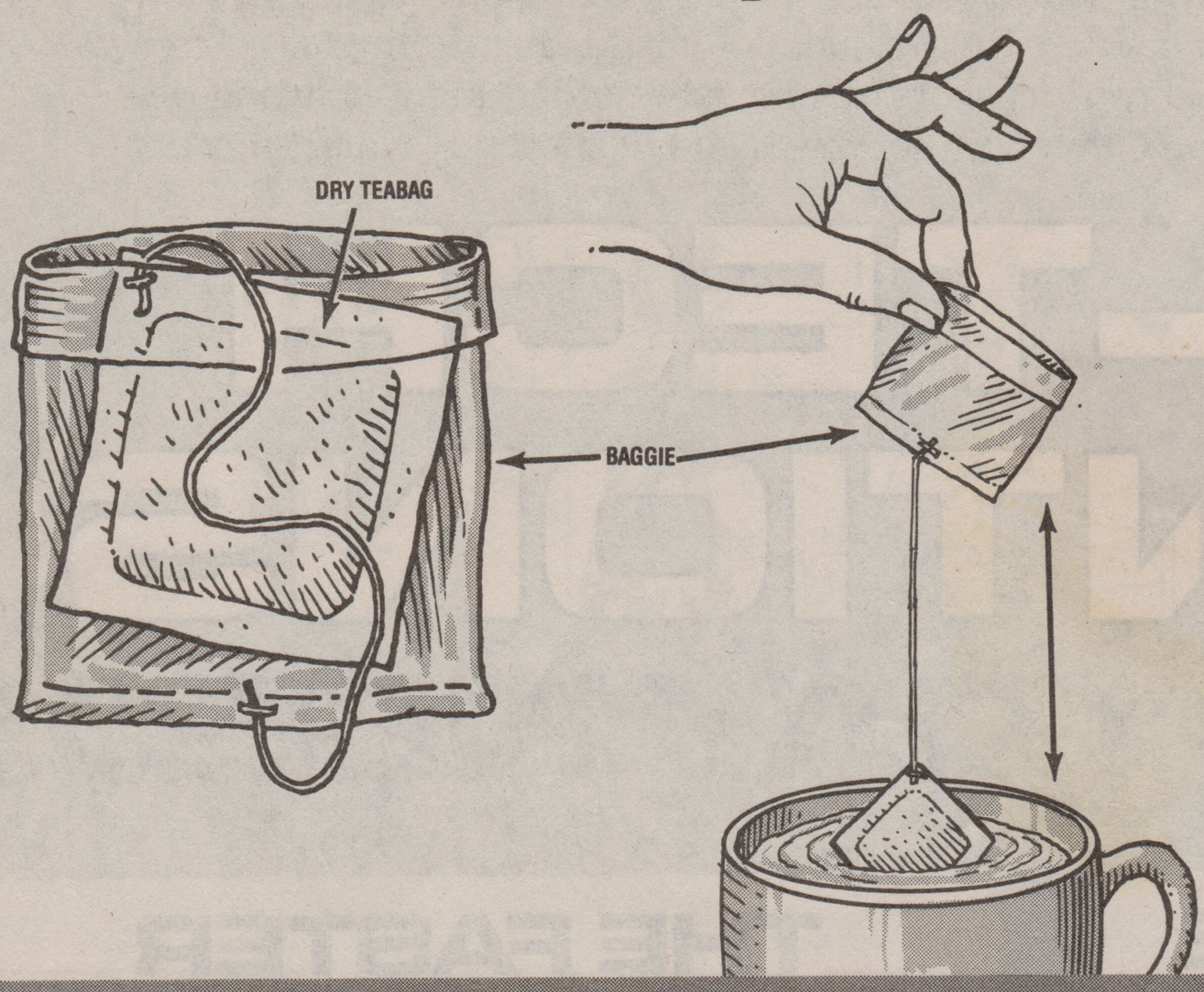
Simple, easy to wear nose plug filters smoke for people who can't avoid being in smoke-filled rooms.

THE FASTER MASTER BAITER



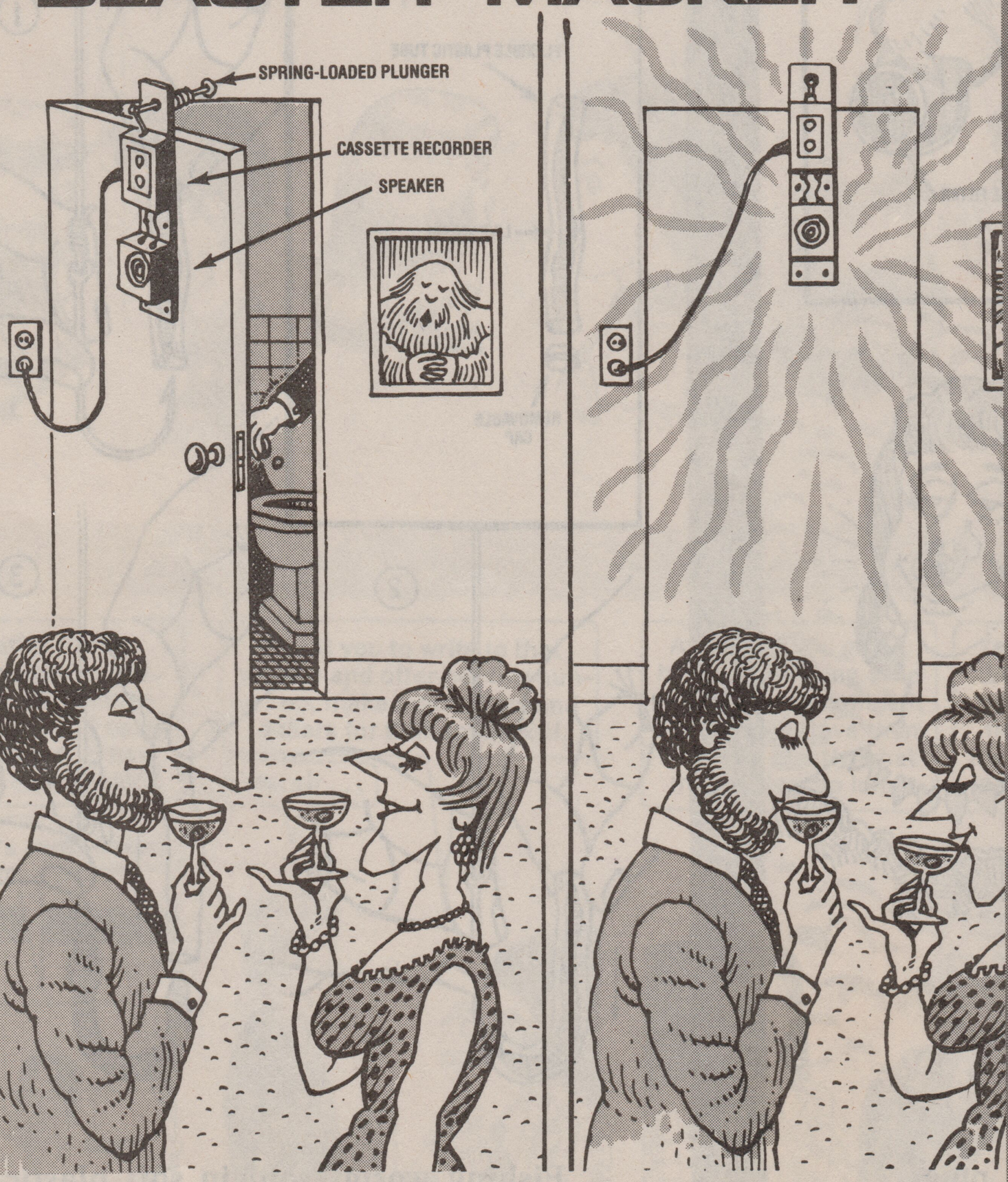
Fishing worms sold in soft plastic tubes. Queasy people can then place them on hooks without touching them.

THE NO SNAG, NON-SAG TEA BAG BAG



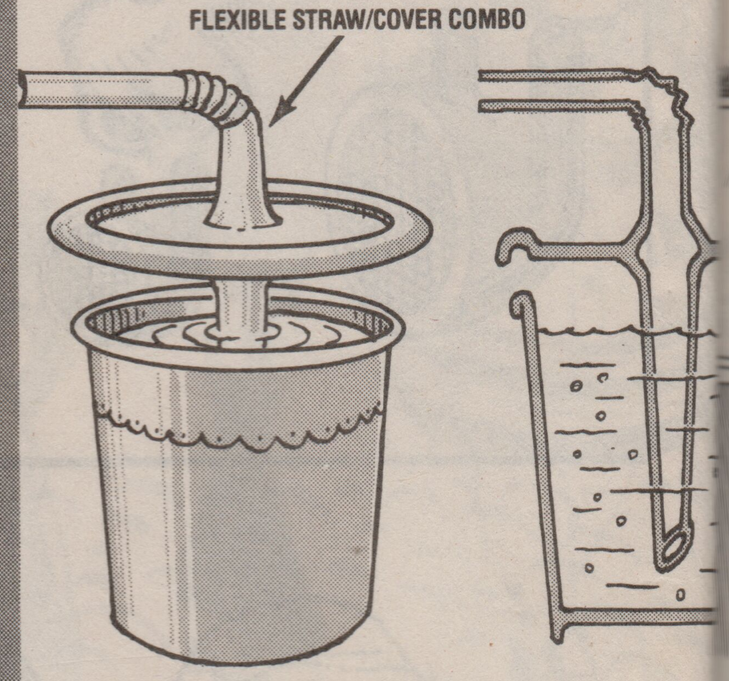
Teabags with their own little plastic baggies, so no one has to slop dripping tannic acid over everything when the bag is removed from the cup.

THE BATHROOM "BLASTER" MASKER



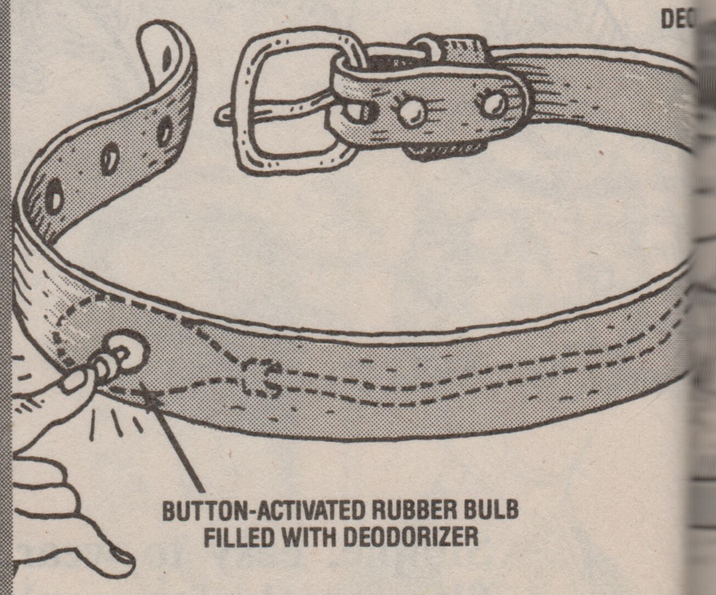
A spring-operated cassette player for attachment to bathroom doors in small apartments. Drowns out sounds that may embarrass company.

THE HIP N



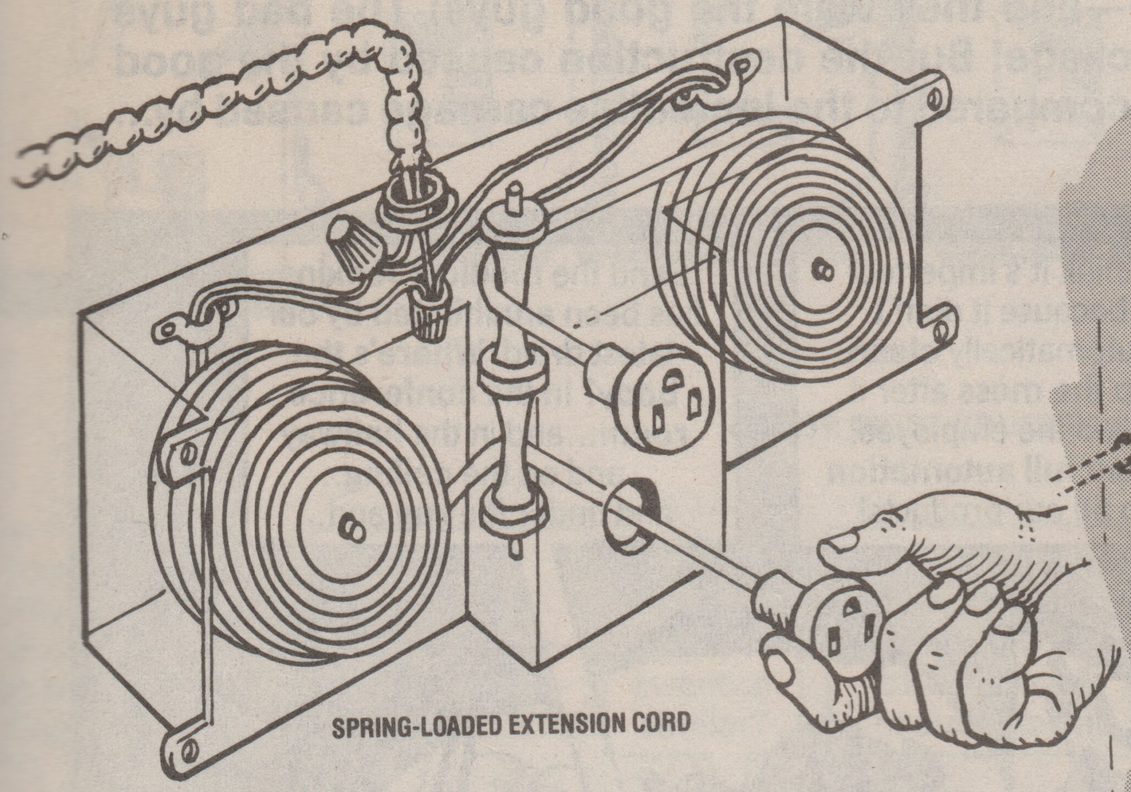
Take-out soda cup covers with built-

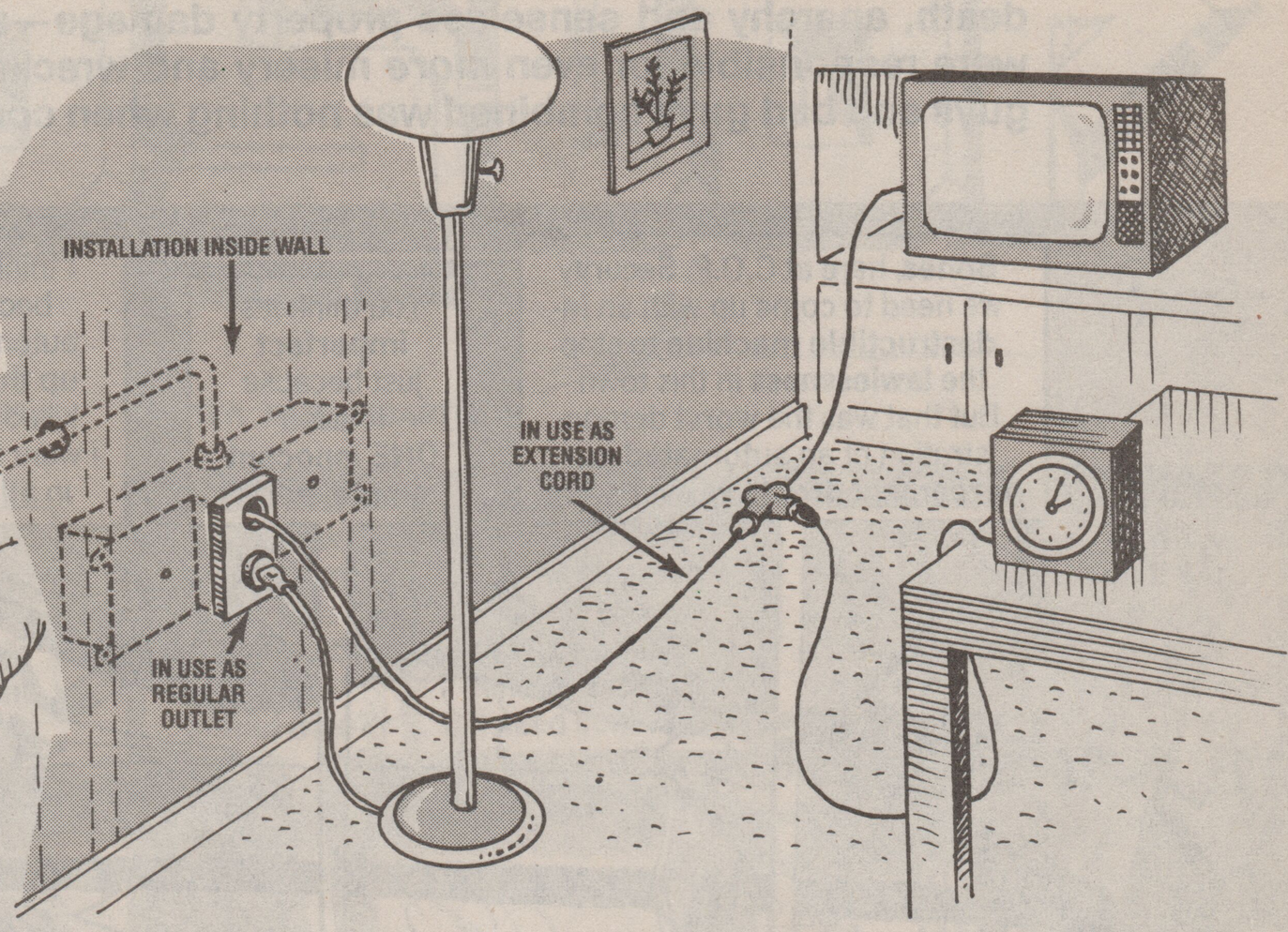
THE STENG



A belt that, at the push button, releases strong deo

THE INSET OUTLET EXTENDER MENDER





Electric wall outlets with built-in spring coiled extension cords that can be used as both ordinary outlets and also as extension cords when needed.

ORIP SIPPER



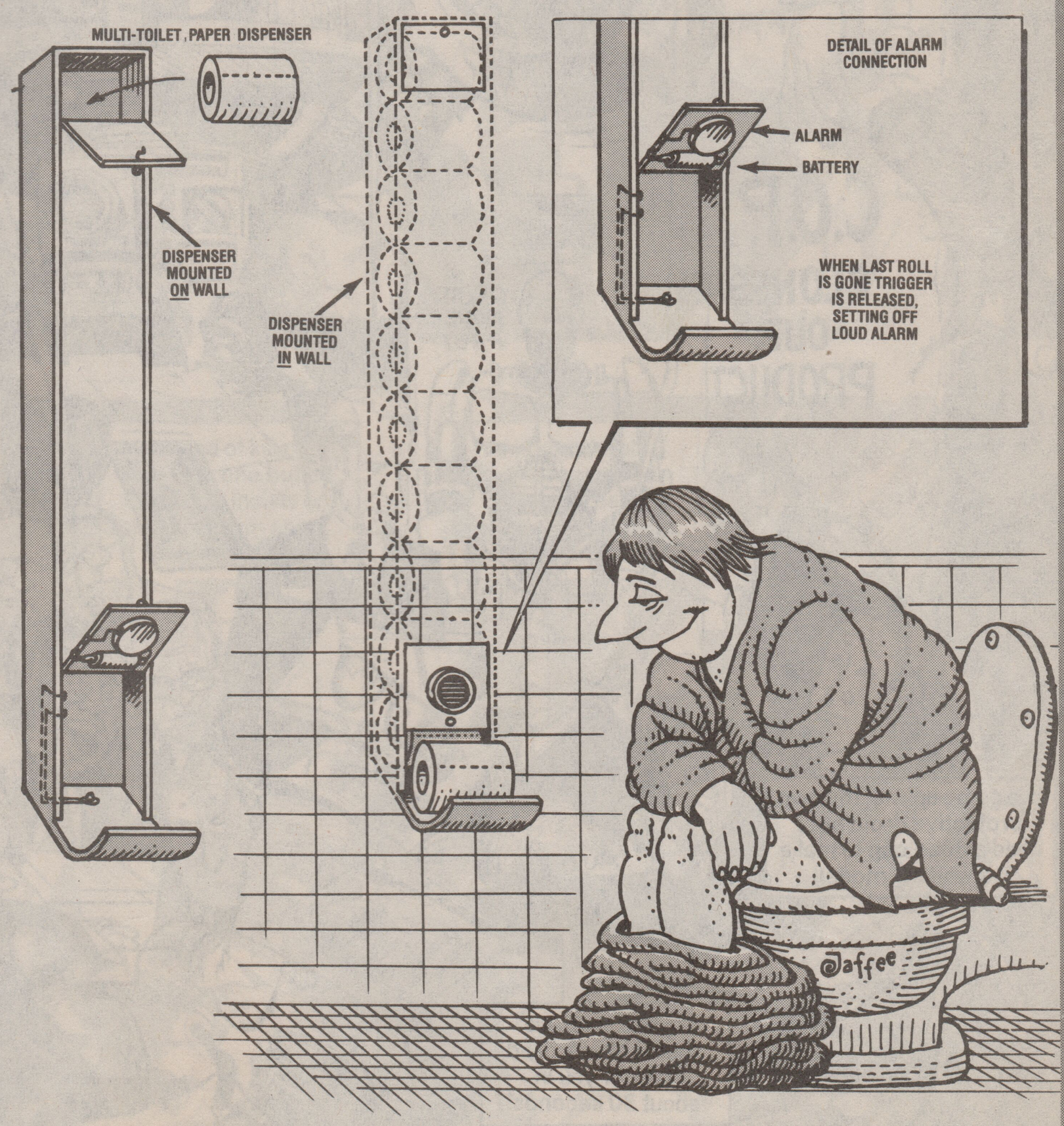
in straws for safe use while driving.

QUENCHER



sh
dec
s that mask foul smells when
k in a hot crowded place.

THE NO-PANIC PAPER PURVEYOR



A large toilet paper dispenser that stocks a whole year's supply. The last roll is connected to a loud voice alarm that warns people not to sit down and start if the dispenser has not been refilled.

ASSAULT AND BATTERY INCLUDED DEPT.

There was a movie out this summer in which the main characters caused violence, torture, death, anarchy and senseless property damage—and they were the good guys! The bad guys were responsible for even *more* misery and wreckage! But the destruction caused by the good guys and bad guys combined was nothing when compared to the incredible carnage caused by...

Bones, here at C.O.P. Security we need to come up with an **indestructible machine** to stop the **lawlessness** in this town. But that was the **worst** demonstration of an **automated enforcement droid** I've ever seen!

You think it's **imperfect** just because it killed **ONE innocent employee?!?**

I think it's imperfect because it didn't automatically **clean up the mess** after it killed the employee! I want **full automation** in **all** our products!

Send the **medics! Jenkins** has been **annihilated** by our latest droid! **Where's the body?** In the **conference room**...and in the **hallway** ...and on the **ceiling**... and under the **rug** and...

C.O.P. ©87 **CLONES OUR PRODUCT**

DROID MODEL #487

DROID #1 THRU #486

COP DETROIT POLICE

What a **fiasco!** When will they invent a **mindless, servile, insensitive robot?**

It **has** been invented! It's called **a politician!**

EVEN IF THEY **DID** HEAR US IN THE WALLS, I'D CALL THIS OVERKILL!

I've come up with my **own protective droid** but I need a **dead cop** to make it a working **model!**

In **this** town, we should have a dead cop for you in about **30 seconds!**

BRUCKER

ROBOSLOP

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

I call my droid **Rubbish-Cop!**

Really, what's he **like?**

Remember the TV show **"The $6 Million Man"?**

Yes! Is your invention **similar?**

Well, let's put it this way. If **Lee Major's lawyer** calls, tell him I'm **out of town!**

Boo, **how long** before we see a **demonstration** of your **bionic man?**

Well, we have **nine dead cops** since I asked for one a few minutes ago, but I still need **some time.**

I **don't have** a lot of time! I want to see it **four panels** from now!

I'll work **fast!** But **don't worry! MAD readers read slow!**

DROID MODEL #487

I'll teach you cops **not** to follow a **fully armed team of maniacs** into a deserted warehouse without a **backup!** There, I **shot off** each of your **fingers**...Now I'll shoot off each of your **toes**...Then...

Instead of killing cops with **one bullet,** Clearance **insists** on shooting them apart, **bit by bit by bit!**

I know! Half the **reason** we hold up banks is to **get money to buy ammunition!**

This is **Officer Loser!** Officer Murky's been **shot up bad!**

We'll send an **ambulance** to **pick him up!**

Don't **bother!** There's not **that much** of him left! You'll be able to **sop him up** with a **"police blotter"!**

We've given him a **bionic arm,** two **bionic legs** and a **bionic brain,** but we don't have enough **power** to **shock** him **back to life!**

Show him his **bionic bill!**

Look, you're **right... he works!**

And he's ready in only **four panels!**

NURSE

This is a **special** officer! He will obey every command! All you have to do is feed him this special **robo/ electronic/organic food!**

Since when does **Gerber** make robo/ electronic/ organic food?

Okay, so it's **baby food!** But when you bill the government **$450.00 a jar,** you have to make it **sound** a little more **exotic!**

GERBER

I'll push his **belly button** and give you a little **demonstration** of how this guy works.

I have **four directives:**

MATTEL COP FORCE

① UPHOLD THE LAW, EVEN IF IT MEANS DISPENSING WITH ALL LOGIC.

② PROTECT THE INNOCENT WHILE DESTROYING MILLIONS OF DOLLARS IN PROPERTY.

③ SERVE THE MOVIE VIEWING PUBLIC BY STOPPING VIOLENCE--WITH VIOLENCE.

④ CREATE SUSPENSE BY NOT TELLING WHAT THE FOURTH DIRECTIVE IS--TILL LATER!

Look at that new **Hobocop** shoot! I've **never** seen **anyone** shoot **better!**

Neither have I! Not even **Axewell Fooley,** the best **shot** in **Detroit!**

The best shot in **Beverly Hills,** guys, Beverly Hills!

You big **jerk, get out of here!**

But Mama, he **stopped** the **robbery!**

Big deal! The crook would have gotten three hundred dollars in **cash!** This **bionic boob** just did $15,000 in **damage!**

1¢ Sale

BINOCULARS FOR RENT

NUDIST CAMP

There's a **congressman** in the building, and he's **nuts!**

You just described **every congressman** in the **state!** You'll have to be **more specific!**

This nut's holding **hostages** at **gunpoint!**

Not anymore! **Rotocop** just **saved them!**

Okay, boys, send home the emergency units and send in the **bricklayers**, the **construction workers** and the **electricians** to fix the **damage Robocrock did!**

EMERGEN

911

POL

You **never** should have sold the old man your **Rube-cop** over MY **Snafu 1313**, Boob!

Why not? I gave my invention the **street smarts** of a **cop**, the **strength** of an **ape** and the **I.Q.** of a **sophisticated computer.** Can you top **that?**

Yes, I can—I gave one of my **hired goons** a **gun** and **your home address!**

You know, there's something **very familiar** about you. You remind me a lot of **Officer Murky!**

Really? Why is **that?**

Murky acted **stiff** and **mechanical,** too!

Roboflop left the building! Did he say **where** he was **going?**

To get some **refreshments!**

Dairy Queen?

No, **Radio Shack!**

You can't come in here! What's the **password?**

Try to stop me and I'll **blow you away.**

Well, that sounds **close enough** for **me! Come on in!**

Your name is **Alex J. Murky!** You got into a **gun fight** with a **hood** named **Clearance** and **everything** but your **brain's nerve center** and **right arm** was **replaced!**

Wow, you mean they replaced **all** my **other parts?**

Yes! The operation cost **the company** an **arm and a leg!**

They're not the **only** ones!

I killed Boob for you, but now **Robo-crock** is on my **trail!**

Clearance, just **wipe** that contraption **out** and you'll have a **fine reward!** The corporation wants you to head up the **new city** we're going to build! It's going to be **loaded** with **graft, corruption, prostitution** and **drugs!**

Instead of building a **whole new city,** why not just move to **Washington, D.C.?**

My **sensors** tell me **Clearance** is going to **come back looking** for me!

You...you took your **helmet off!**

How do **I look?**

Not **half bad!** It's the **other half... Yiikes!!**

Don't feel bad, I've seen **worse!**

Worse than **me?**

Remember **Michael Caine in drag** in **"Dressed to Kill"?!**

I need help to **realign** my **targeting system.** I was **trying** to hit that **fixture** on the ceiling, but I hit **my foot!**

You need **more realignment** than you **think!** That was **MY foot** you hit!

Okay, **Robo-schlock,** you're **history! Kill him,** boys!

Isn't it **strange** that we're firing guns that can **level buildings,** but they don't even **phase** Rubbishclop?

Aim for his **mouth! He's** always shooting his mouth off! Now it's **our** turn to shoot his mouth off!

BLAM!

RATTATTAT

BLAM

Clearance, help me... **help me...!**

You look like you fell into a tank of **toxic waste!**

No, just **Rubbishcop's baby food!**

God, how many **preservatives** are they putting in **baby food** today?!

SHAMPOO

Help me! Help me! My nose is running!

Go to the van, there's **tissues** in the glove compartment.

I mean it's **running off my face!**

That's **tough!** Next time you wear your **sunglasses** you'll need a **nail** to hold them up in the middle!

Did you use that **crane** and the **30 tons** of **scrap metal** to stop **Rubbishcop?**

No, I used an **electric can opener,** and we better get out of here! He's either **bleeding** or **losing hydraulic fluid!**

Clone, the game is **up!** I know that **you're** responsible for **half the crime** in this town!

79.8% of the crime in this town, but there's **nothing** you can do about it.

Says **who?**

Says **directive four!** That's the **secret code** buried deep in your system. You can't **touch** a C.O.P. employee. **Nyah, Nyah!**

In that case, Clone, **you're fired!**

Hold on! What about **severance!** And you promised me a **free trip!**

Well thanks to you **Rubbishcop,** he got both **severance** and a **free trip.** You **severed** his limbs when you dropped him **48 stories!**

I'm glad we learned there is a little bit of **human feeling** left in your **bionic body!** Maybe you'll meet someone **nice like me** and **settle down.**

Actually, there is **someone in accounting** I've had my **eye** on.

The new **blonde** they hired last week?

No, that new **computer** with the **big chips** they installed yesterday! Do you know if she's **available?**

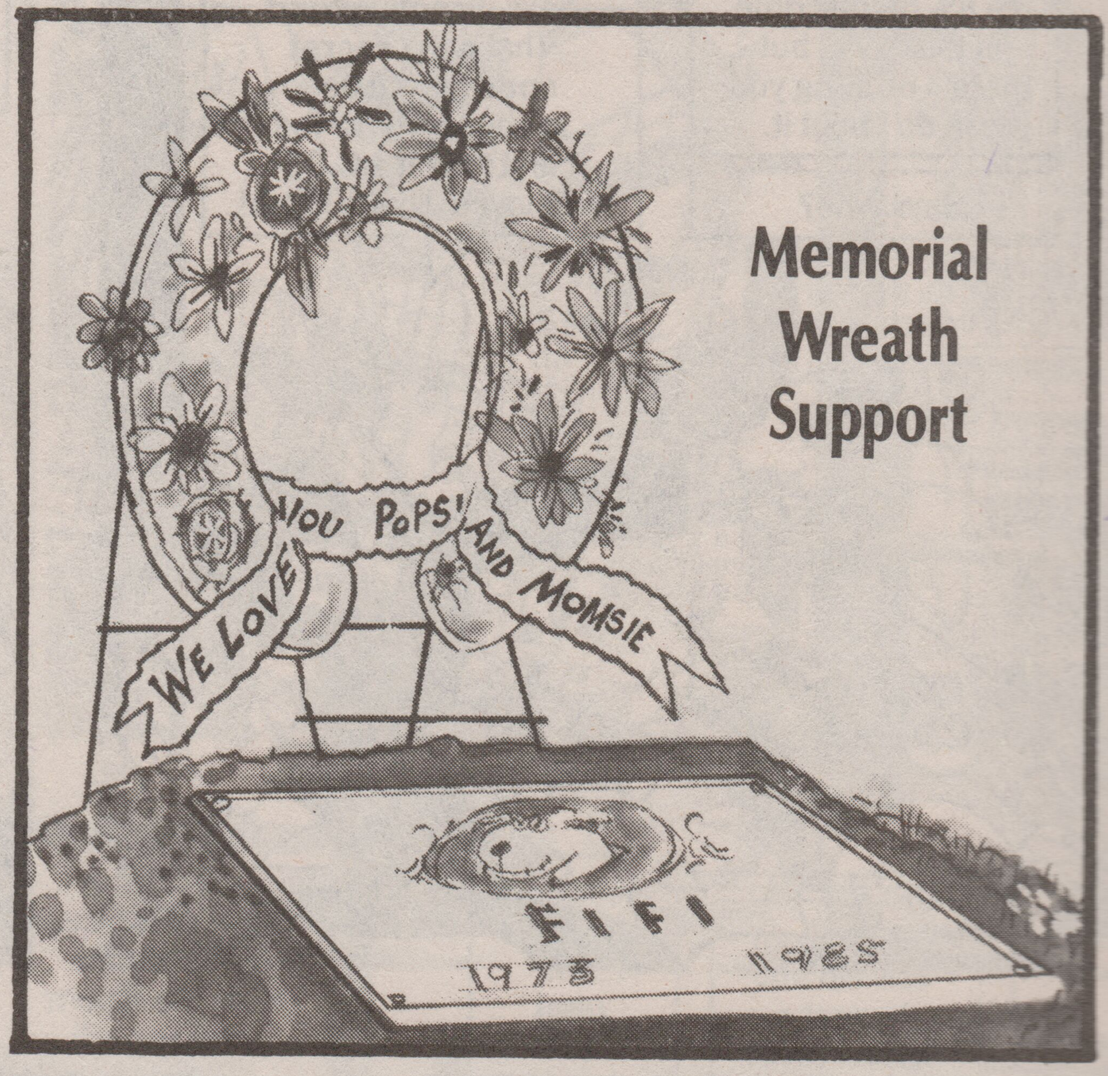
RATED-O

RECYCLING T





Baby Walker



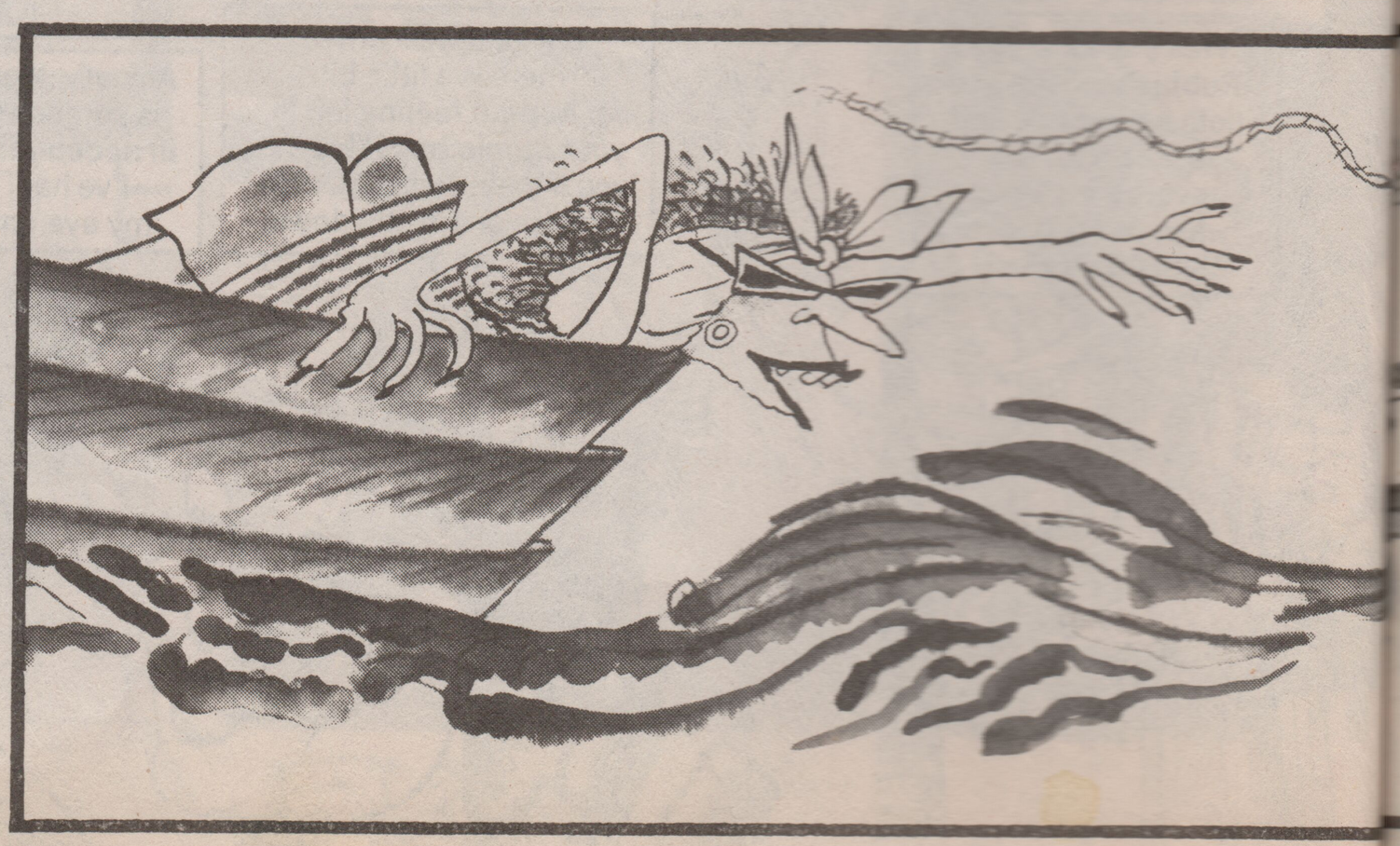
Memorial Wreath Support



Short Distance Boomerang



Snow Shoes



OILET SEATS

ARTIST AND WRITER: PAUL PETER PORGES







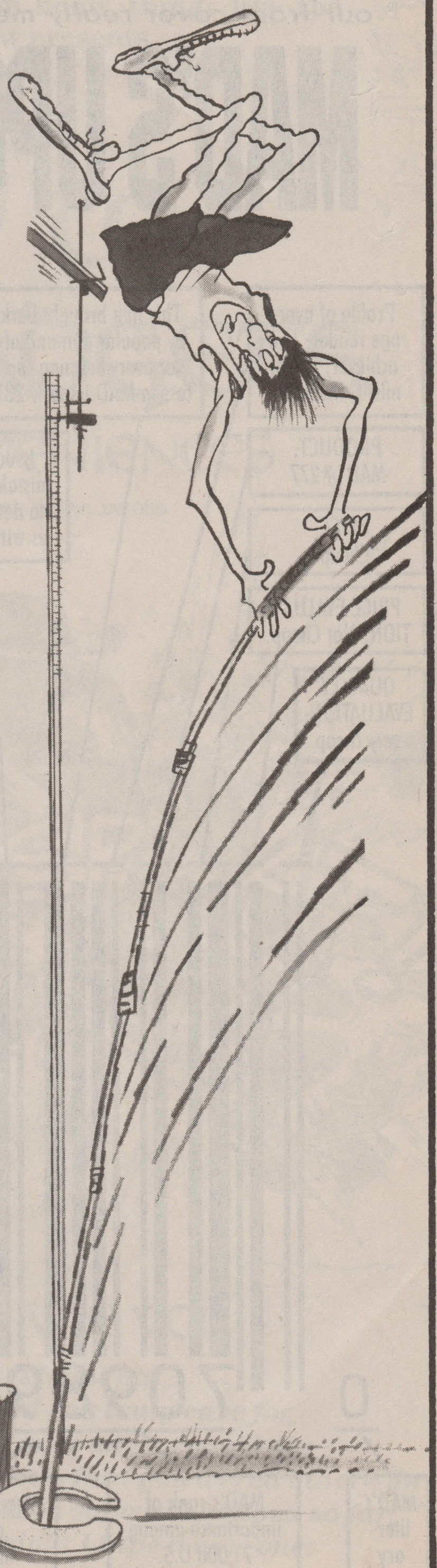
Hanging Plant Holder





Life Saver

Pole Vault Take-Off Brace



Like so many other "suppliers," MAD has been forced to use the Universal Product Code. The electronic UPC scanning system now provides instant data about MAD for all its retail outlets. You may have wondered what all the lines and numbers on our front cover *really* mean. Well, wonder no more! Here, in lurid detail, is...

MAD'S UPC SYMBOL EXPLAINED

WRITER: FRANK JACOBS

Profile of average reader: Low achiever; Social misfit; Mumbler.

PRODUCT: MAD #277

PRICE: "Cheap"

PRICE EVALUATION: Not Cheap.

QUALITY EVALUATION: *very* cheap

This line brought back by popular demand after overwhelming success in MAD issue #231.

Issue contains 14 mistakes for readers to detect and flood us with mail about.

No cheap attempt to cash in on the popularity of Sly Stallone is included this issue.

Publications with similar humor level: *Wall St. Journal, U.S. Trucker, Pravda.*

Error!—This line actually belongs in the UPC symbol of Kellogg's Corn Flakes.

Reader Elroy Mulvaney of Scranton, PA fails to make the letters page for the 33rd time.

Subscription pitch on page 2 hits new high in desperation of appeal.

The CIA forbids the disclosure of the meaning of this line.

Percentage of unsold copies damaged by browsers folding in "Fold-in": 62.

Contributor Duck Edwing celebrating 18th birthday. Happy 18th, Duck!

Number of times reader will groan during "The Lighter Side Of..."

YOUR AD HERE.

Black spy wins in this issue.

Man in marginal on page 24 is Sergio's uncle.

Movie satire contains 7 cheap shots.

Issue contains another ridiculous UPC article.

Not UPC line. Hair on camera lens.

Issue contains 11 pages requiring explanation by children to their parents.

0 70989 33230 0

MAD's literary value.

MAD's rank of importance among 71,000 U.S. corporations.

Average number of copies shipped per retail outlet.

Average number of copies returned unsold per retail outlet.

Number of consecutive issues showing decline in quality.

You've read poems that glorify trees and Paul Revere and stuff like that. Let's face it—they're out of date. We're in the 1980s, and what deserves glorifying are the items that assist us every day and enrich our lives. You know, things like the Walkman, the blender and the VCR. Which is why Mad now presents



ODES TO APPLIANCES, GADGETS AND OTHER MODERN CONVENIENCES

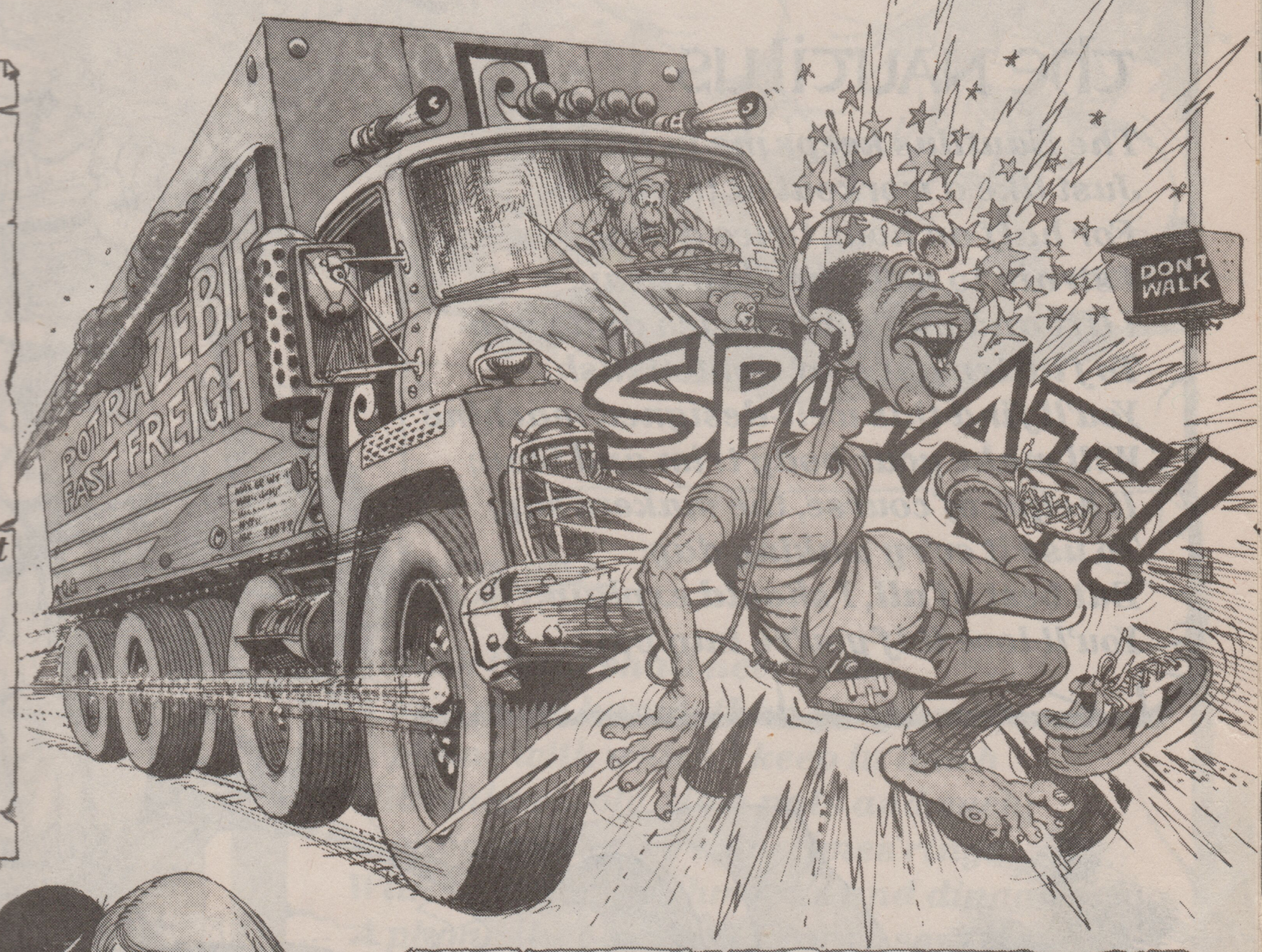
ARTIST: GEORGE WOODBRIDGE IDEA: MARILYN ATKINS WRITER: FRANK JACOBS

O WALKMAN!

O Walkman! My Walkman!
I groove the tapes you play;
Your 'phones stay wrapped
around my head
From dawn till end of day.

O Walkman! My Walkman!
You fill my life with sound;
Because of you, I now block out
All other sounds around.

O Walkman! My Walkman!
I hear you, there's no doubt;
I only wish I could have heard
The truck that wiped me out.





THE VCR

The VCR's a loyal pal,
A friend you truly care for,
Because it guarantees you'll see
The shows that you weren't there for;
Two thousand shows I've taped so far;
Each night I tape a new one;
Who knows, perhaps there'll come a day
I'll find the time to view one.

THE MICROWAVE

Blessings on thee, Microwave;
Countless minutes I now save;
Like a flash, you work with ease,
Roasting meats and melting cheese.
Turning out a cherry pie
In the twinkling of an eye;
Baking apples double-quick—
What's your secret? What's the trick?
Some great magic you possess;
What it is, I cannot guess;
Once my cooking spelled disaster;
Now it's just as bad—but faster.

THE NAUTILUS

The Nautilus keeps me in trim
Just like a workout at the gym;
For half an hour, twice a day,
I strain to melt the flab away;
I lift and pull and stretch and push
To flatten gut and tighten tush;
You'll find this well-designed machine
Will make your body trim and lean;
It helps, of course, the makers say,
To use it ev'ry waking day;
But best of all, I should explain,
You'll love it if you're into pain.

BLENDER, BLENDER

Blender, blender, on my shelf,
Mixing foods all by yourself,
Pulverizing chicken chunks
Into spreads and dips and dunks.

Blender, blender, wondrous toy,
Source of gastronomic joy;
Chopping, churning while you work,
Like some wacko gone berserk.

Blender, blender, bladed friend,
Slicing carrots end to end;
Thanks to how you mush and mince,
I create a perfect blintz.

Blender, blender, fast and slick,
Making sauces rich and thick;
Faithfully, you'll serve me well
Till my diet's shot to hell.

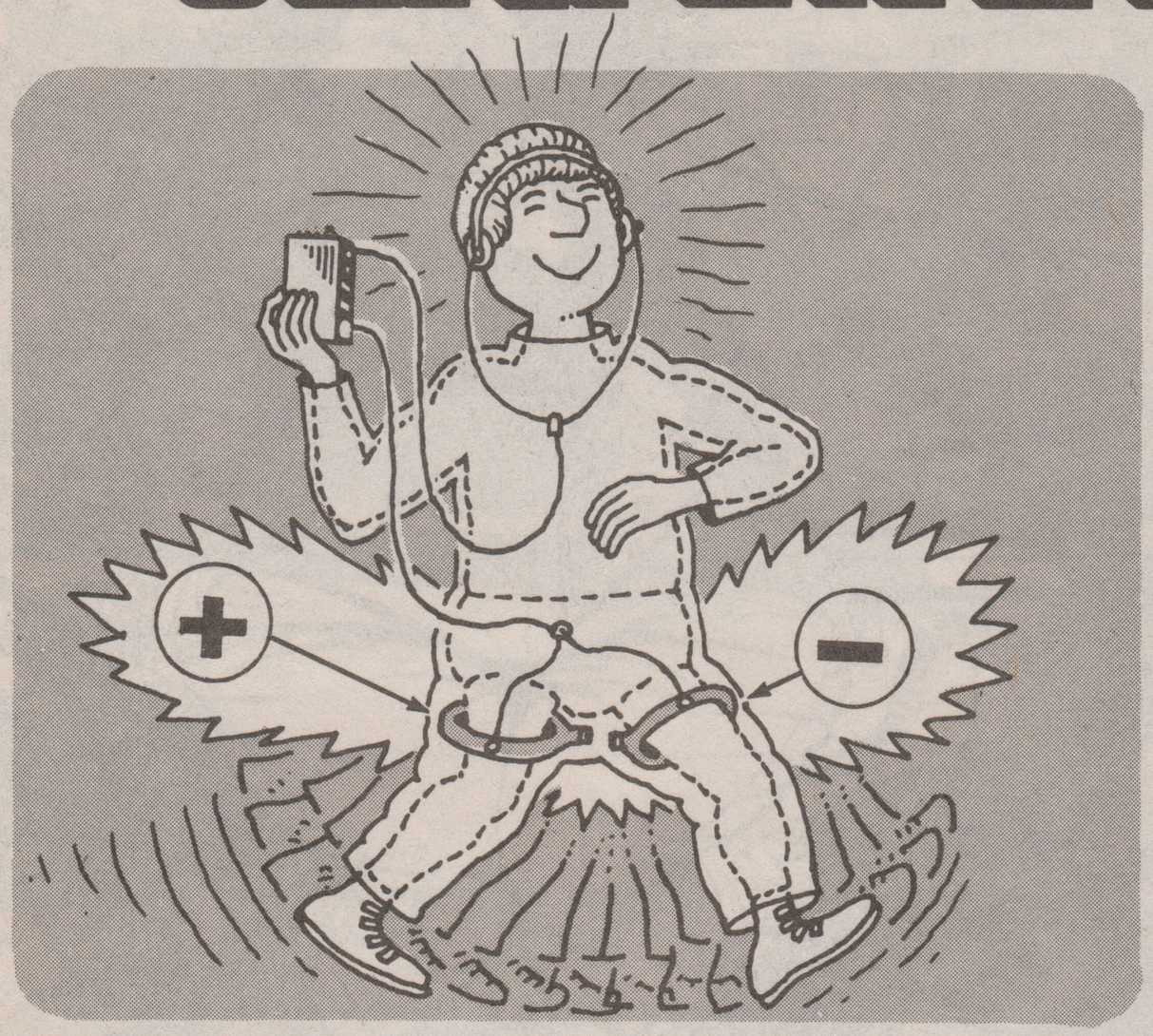


PHONES

I think that I shall never own
A tool more handy than the phone;
A phone with which I keep in touch
With inlaws, old-time pals and such;
A phone that also sometimes rings
With calls from schmucks and dingalings;
A phone that bill collectors use
For giving me unwelcome news;
A phone with calls that airheads make
Who've dialed my number by mistake;
A phone I pick up half asleep
To hear some heavy-breathing creep;
On second thought, I've come to fear
There's less to phones than meets the ear;
In fact, with one more nuisance call
I may not own a phone at all.

First came Walkman, which only played cassette tapes! Then ca
AM/FM Walkman, followed by the Waterproof Walkman and countle
new variations, combinations and accessories to make your li

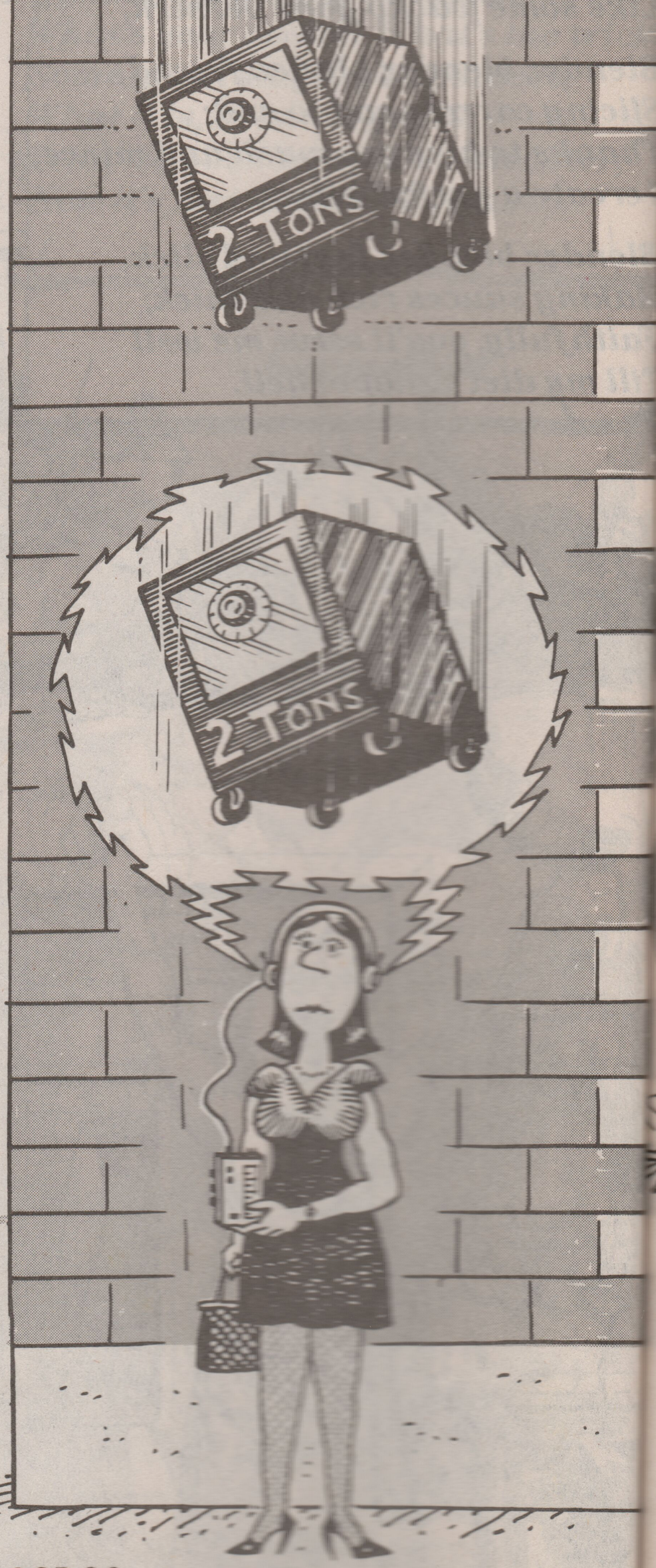
ULTIMATE ACCESSORIES

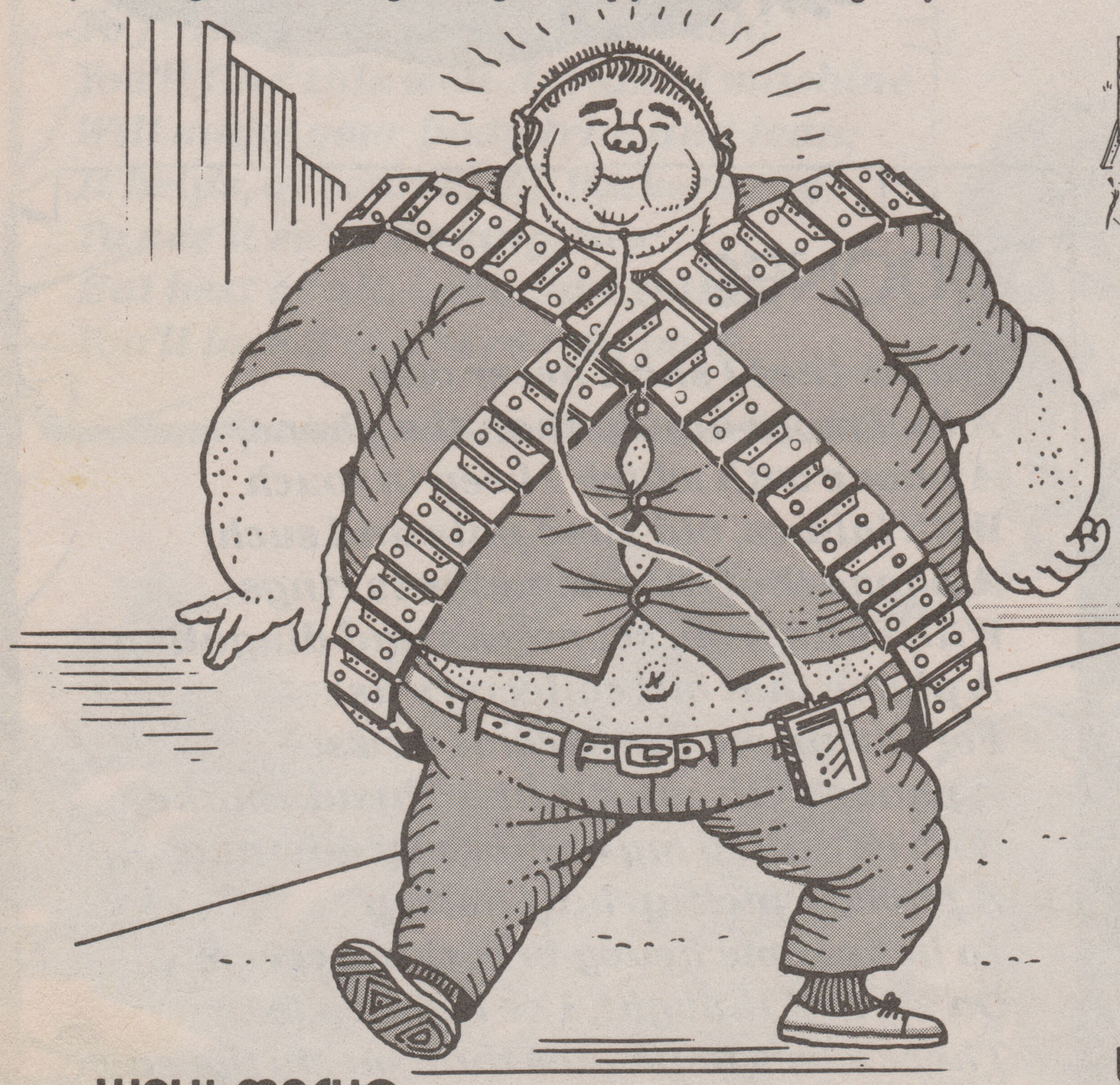


WALK-PANTS

Tired of constantly replacing dead batteries? Don't trust those so-called rechargeable batteries? Then these specially engineered trousers are for you! Designed with electrical conductor wires woven into the crotch of the fabric, every step you take generates enough voltage to keep your unit blasting away!







WALK-MACHO

Influenced by the Rambo fashion trend, each fully loaded "bandolero belt" carries 12 cassettes so you won't run out of great sounding "ammo" when you hit the beach! Worn across the chest or around the waist, a really fat person can carry dozens of cassette "rounds" easily!

WALK-RADAR

You listen to your pocket stereo to block out exterior noises, but there are some outside sounds you *should* hear! This unit is equipped with a special lifesaving radar sensing device. A warning beeper goes off in your headphones if you're oblivious to the fact that you're directly in the path of a speeding car, or worse, one of the really fat people described in WALK-MACHO!

asier! But are they finished? Does a bear spit in the woods? sing funds from MAD's secret Swiss bank account, we bribed manu- cturers and got them to show us the exciting new plans for these

for PERSONAL STEREOS

ARTIST: AL JAFFEE WRITER: DICK DeBARTOLO



WALK-REVERSE

The ultimate in quiet seclusion! When you want to be left alone, these reversible headphones blast music OUT rather than IN, leaving the impression that if the volume is up that high, you're the kind of nut to be totally avoided!

WALK-SATELLITE

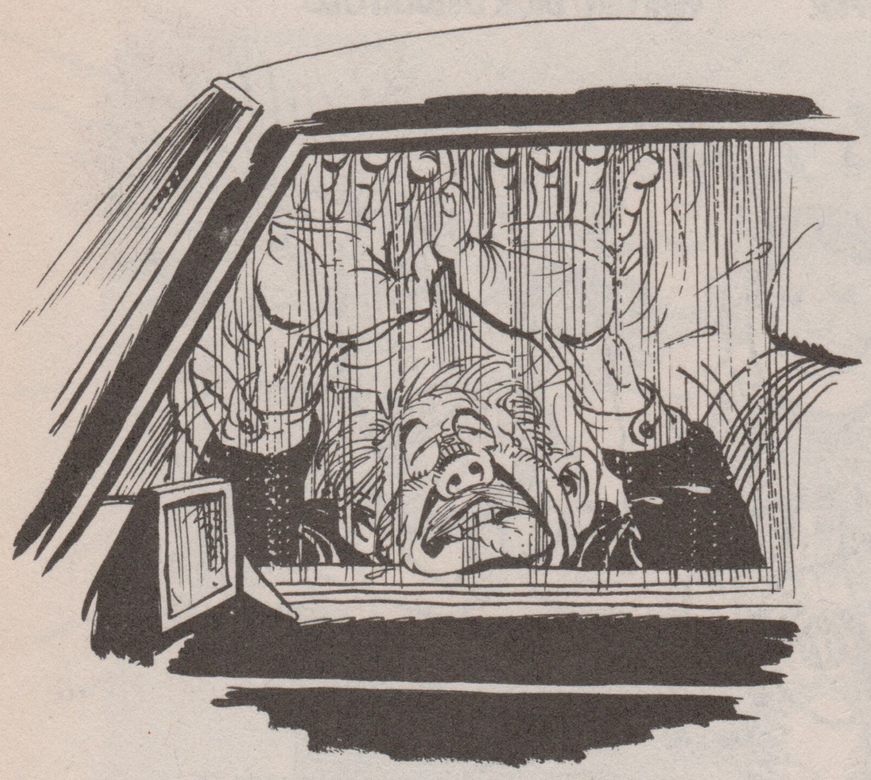
Ever wonder what someone was listening to that makes them look so "transported" to another planet? Well, wonder no more—this high tech mini-satellite dish can pick up their sound waves! Whether radio or cassette, let them do the buying and carrying! Just point your dish in their direction and tap into easy listening!

Al Jaffee

WALK-MUG

This baby is designed with punks in mind! The new "Ventrilo-Sound" system is activated by a hidden emergency button which echos the screams of sirens and cops as if they were rapidly approaching the scene, clearing out all would-be muggers within a two-mile radius!

...a set of electrically powered car windows and door locks that doom you to a slow death if the battery ever fails while you're trapped inside.



...agriculture developed to the point where it can produce three crops of honeydew melons every summer—all of which are completely tasteless.



...a phone machine with enough tape to answer your phone for a month, causing your mother to be charged for dozens of toll calls without talking to you.



TECH—NO-LOGIC DEPT.

"State Of The Art" is one of those phrases advertisers like to label any new product. It sounds impressive, but what does it *really* mean? Not much! See what *we* mean as we examine just what...

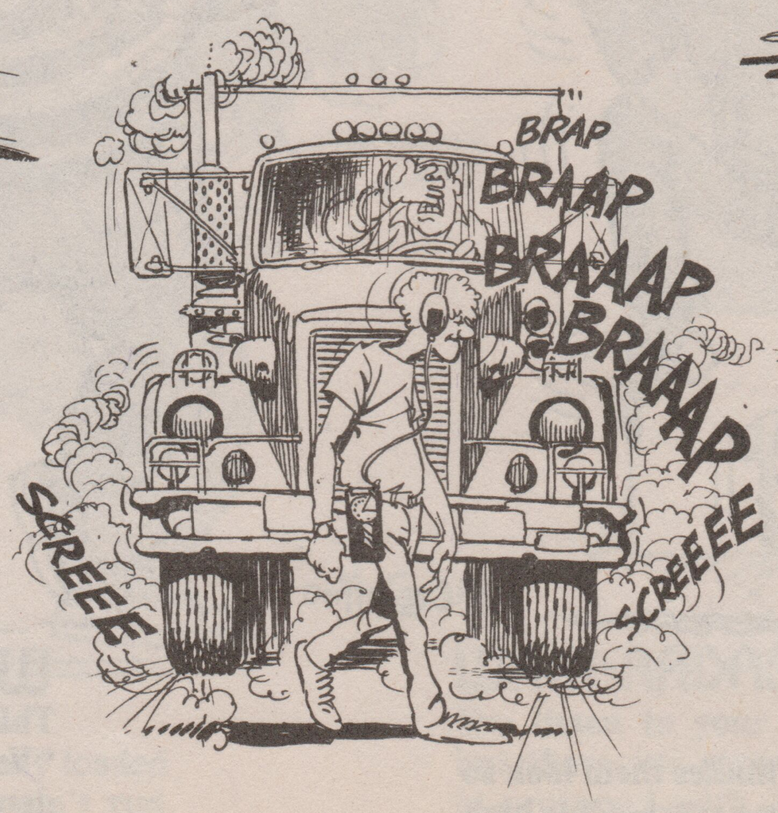
STATE O

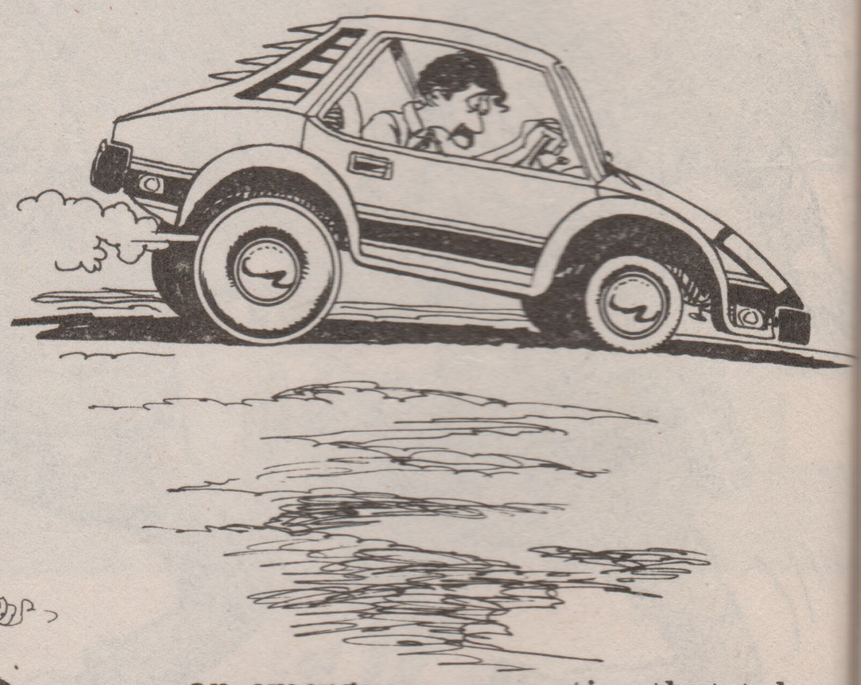
ARTIST: GEORGE WOODBRIDG



...a computerized auto ignition system that can only be repaired by a mechanic with a Ph.D. from a Japanese University.

...a portable cassette player with earphones designed so expertly that all other sounds are blocked out.



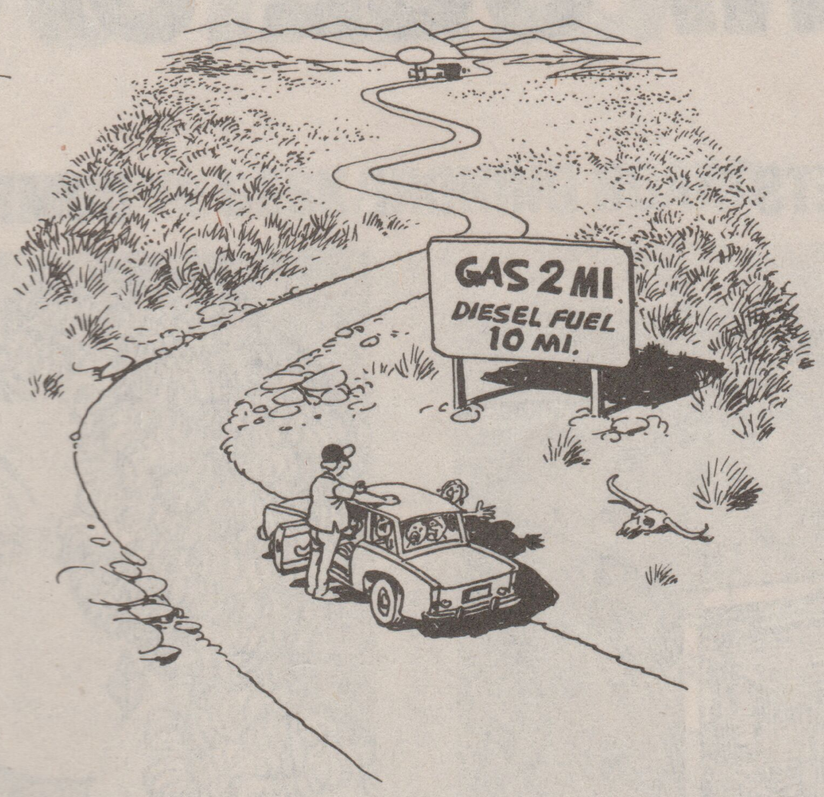


...an emergency spare tire that takes up 20% less space in the trunk, and takes you 99% fewer miles on the road.



...a lawn sprinkler system that turns on automatically at the same time each day—and soaks any poor wretch who is unlucky enough to be passing your yard.

...a diesel car that can travel 550 miles on a single tank—which is almost far enough to get you to the next station that sells diesel fuel.





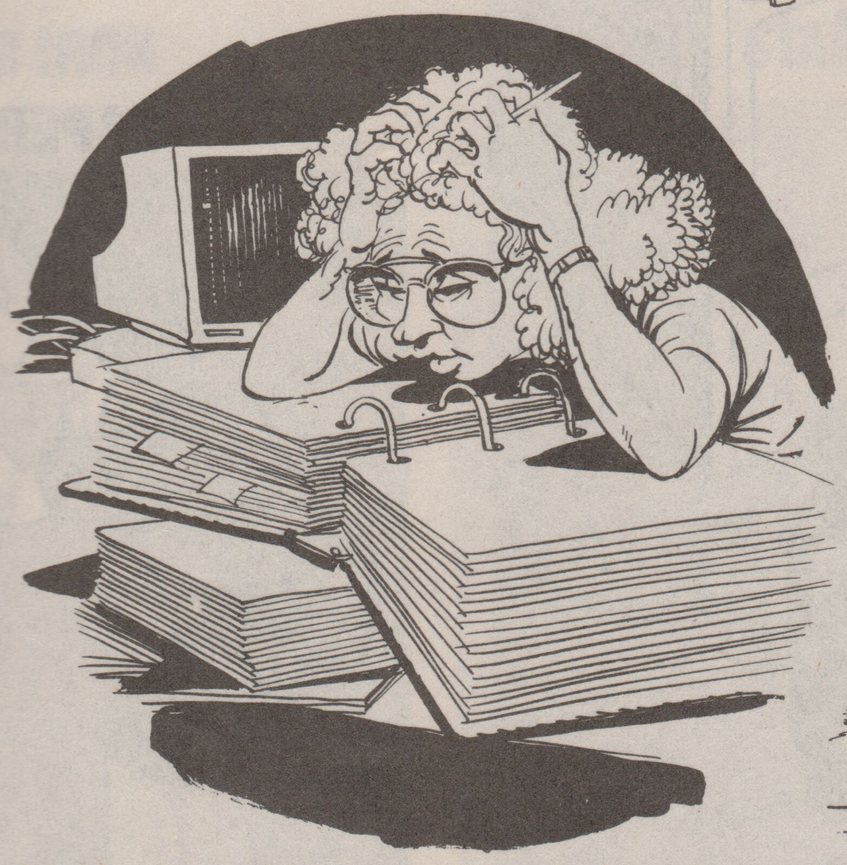
...an amazing liquid vitamin that enables you to grow tomatoes twelve inches in diameter—and creates mutant worms twelve feet long to eat them.

THE ART IS...

WRITER: TOM KOCH



...a smog control device that reduces air pollution by fouling up car engines so much they won't run at all.



...a garage door that can be opened with a remote control device—except when you leave it inside the glove compartment, which is inside the car, which is inside the locked garage.



...a word processor that allows you to fix mistakes without retyping the whole page—assuming you can read and understand the whole instruction manual that tells you how to do it.

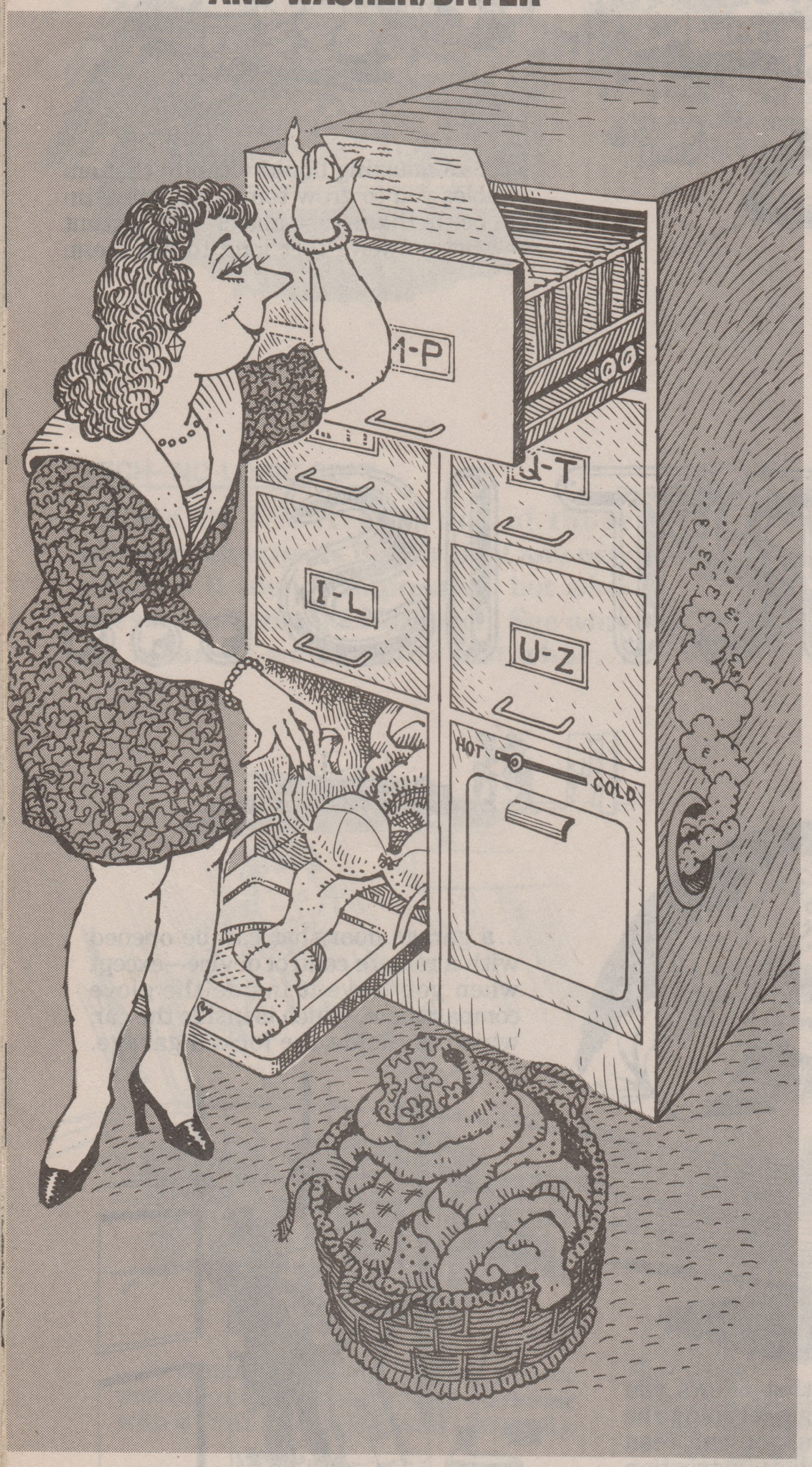


What's a working mother to do? She makes breakfast, sends the kids to school, cleans the hous and then rushes to the office where she types, prepares reports and attends business meetings

DUAL-PURPOSE OFFICE SUPP

ARTIST: AL JAFF

SIDE-BY-SIDE FILE CABINETS AND WASHER/DRYER



Color-coordinated to fit any decor, each of these stainless steel file cabinets houses a full-load capacity washer and dryer. Whether washing your kid's grungiest clothes or just a handful of dainties, you'll be able to do a week's worth of laundry and file those important contracts all at the same time. As a bonus, you can file detergent under "D," fabric softener under "F," etc.

COMPUTER TERMINAL/MAKEUP MIRROR



Finally, a way to apply your morning makeup *and* word process at th same time! Each of these powerful 20 megabyte PCs is connected to a central mainframe and comes with a highly reflective monitor scree with adjustable makeup lights. Peripherals include the disk drive/na polish dryer and the cosmetic tray/letter quality printer.

PAPER SHREDDER/PASTA MAKER



In one easy step this handy, handsome appliance allows you to shre confidential documents *and* add bulk to your family's diet! The stainles steel cutting edges never need sharpening and each unit includes set tings for making rigatoni, ravioli and fettucine, as well as destroyin photos, blueprints and other top secret memoranda.

Wouldn't it be great if she could do her office work at home or her house work at the office? Yes! That's why MAD envisions in the not-too-distant future a catalogue full of new and innovative...

...IES FOR WORKING MOTHERS

WRITER: JOHN RIOS

EXECUTIVE DESK/IRONING BOARD



A handsome in-laid mahogany base topped off by a smart, fire-retardant ironing board. Its extra large surface means you'll never have to be more than an arm's length from office reports, balance sheets and wrinkled blouses and skirts. The three drawers (with solid brass handles) can accommodate office supplies, stationery and spray starches.

PEN AND PENCIL SET/STEAM IRON



The perfect accessory for the Executive Desk/Ironing Board! The base of this attractive gold-plated pen and pencil set is a heavy-duty steam iron. Adjust the pen position for "linen," "cotton" or "synthetics," and push the pencil to the left for "steam." Guaranteed not to scorch, drag or leak ink.

STAMP PAD/SPICE RACK



Mounted on the bottom of each bottle in this unique and stylish spice rack is a durable rubber stamp. Season your recipes and stamp office correspondence accordingly! Each set includes Thyme/Paid, Cloves/Void, Pepper/Pending, Garlic Powder/First Class, Bay Leaves/Received and Basil/Cancel.

SDY VS SDY

DENTIST

SLAP!

POP!

POOF!

BOOM! BOOM! BOOM!

TAIL-ORDER SHOPPING DEPT. —SPECIAL CATALOG INSERT—

For The Pet That Has Everything And Wants More®

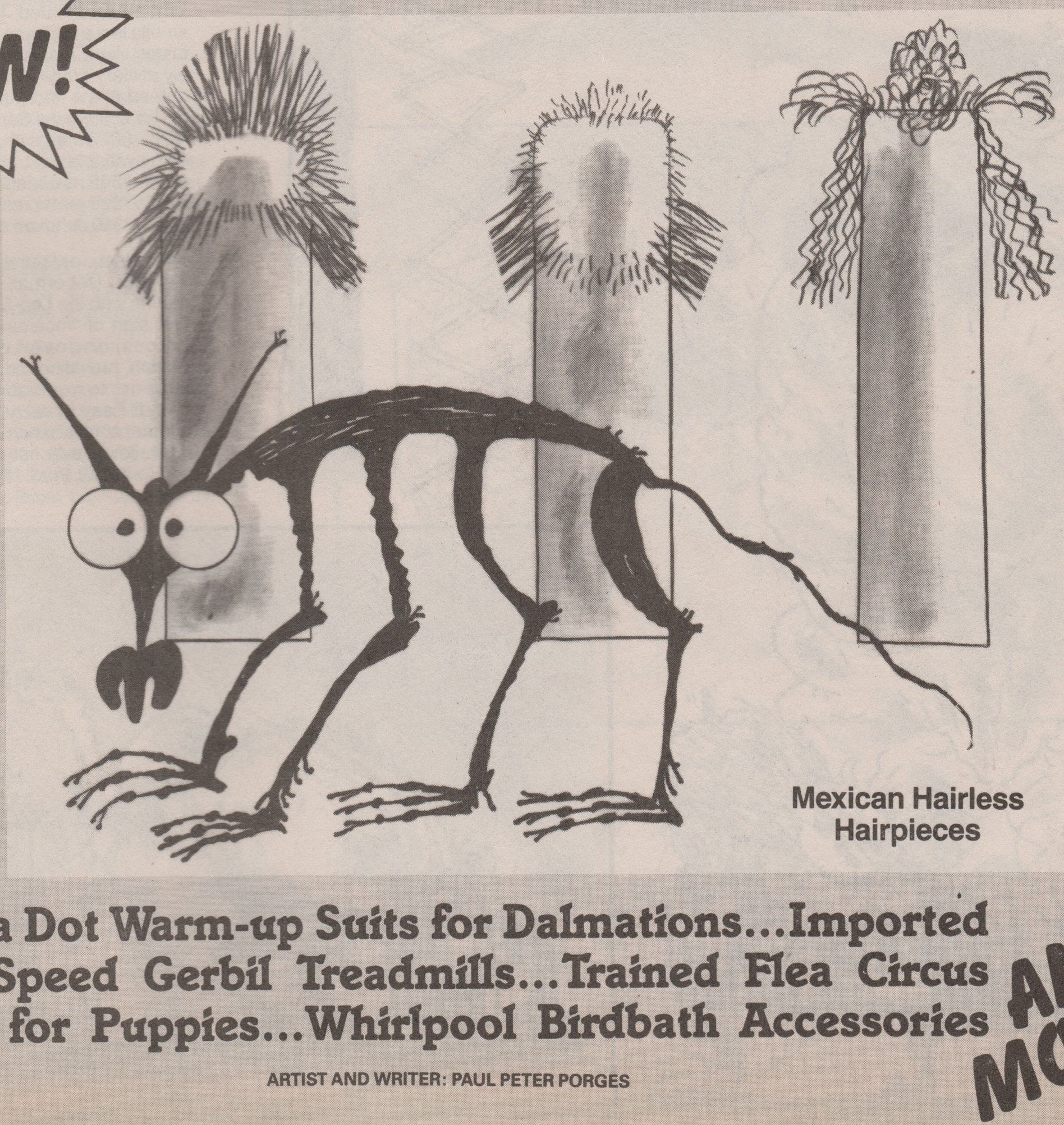
PPP
INDUSTRIES

GIFT CATALOG FOR SPOILED ROTTEN PETS

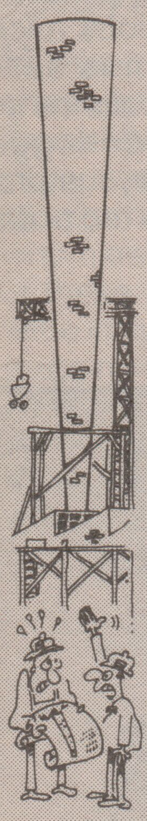


Elastic Stretch Litter Box
For Fat Cats Pg. 104

NEW!



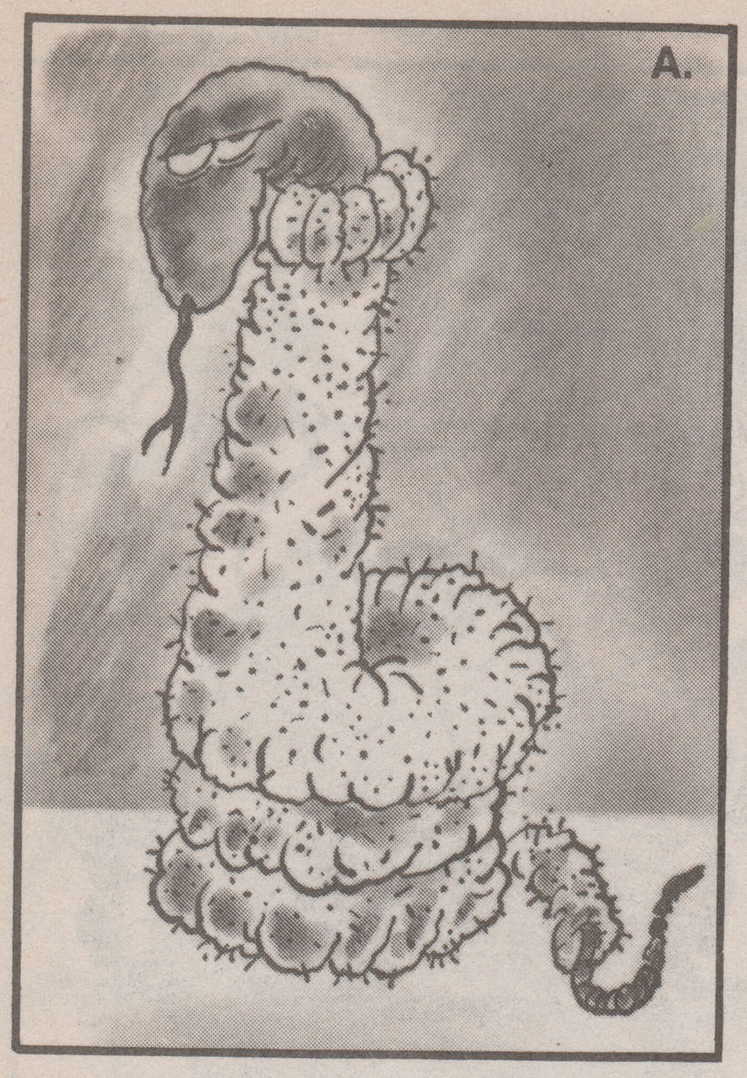
Mexican Hairless Hairpieces

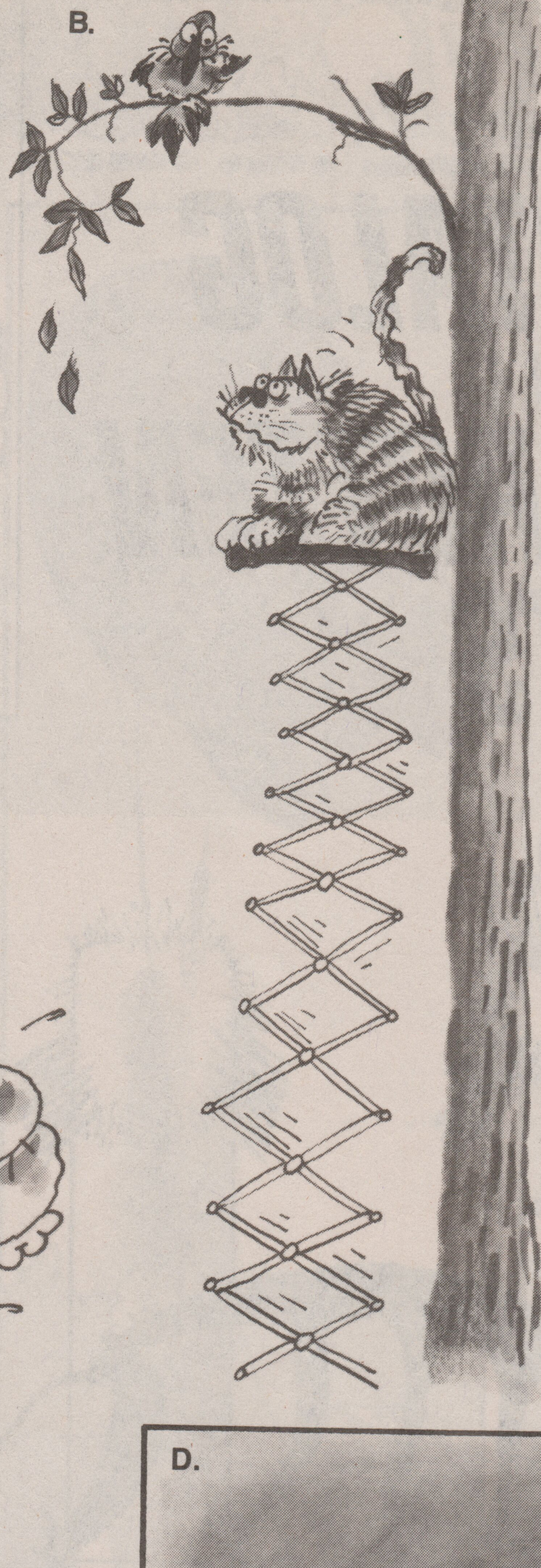


ALSO:

Polka Dot Warm-up Suits for Dalmations...Imported Ten-Speed Gerbil Treadmills...Trained Flea Circus Sets for Puppies...Whirlpool Birdbath Accessories AND MORE!

ARTIST AND WRITER: PAUL PETER PORGES







A. Whether coiled or slithering...For those cold-blooded moments of warmth...Slip your snake into one of our **Snake Warm-Up Sweaters!** Woven from a luxurious blend of soft nylon/orlon tubesocks and bicycle inner-tubes, each sweater provides a snug, body-hugging fit to enhance your reptile's slinkiness. Available in turtle or V-neck. For size, measure from fangs to rattle.
#Hsss–0316 Asp (Sm) ..$24.95
#Hsss–0318 Copperhead (Med) ..$48.95
#Hsss–0320 Boa Constrictor (Lrg) ..$99.95

B. Put an end to the "stuck-in-a-tree-call-the-fire-dept." syndrome with the **Cat-Bird Seat™ Tree Lift!** Frisky felines need not worry as a silent motor quickly and easily raises their fully padded and plushly upholstered seat to within striking distance of their prey! Educational for kids,too! Easy to assemble (instructions in six Indo-European languages included).
#Cbsl–1800 Handcrank model ..$499.99
#Cbsl–1900 Motor drive model ..$750.10

C. Keep your puppy in yapping and snapping happiness with our **Inflatable Mailman Doll!** When fully inflated, it looks like a mailman, smells like a mailman and most importantly—tastes like a mailman! Made from durable 5-ply military grade plastic, all models are guaranteed chew and puncture proof! Approved by the U.S. Postal Service.
#Pfft–0022 mailman ..$48.95
Also available:
#Pfft–2505 newspaper boy ..$48.95
#Pfft–7825 meter reader ..$48.95
#Pfft–4910 Jehovah's Witness ..$48.95

D. At last, *real* relief for your Sheepdog, St. Bernard, Doberman or other heavy-legged canine with the **Leg-Support Hydrant.** At the first sign of "moisture" an ingenious micro-processor-driven gear system is set in motion, providing much needed balance and support to your otherwise three-legged friend! Easy to carry, this durable, rustproof hydrant comes in either fire engine red or day-glo yellow. Never needs oiling!
#PP—1314 ..$125.75



E. Attention, water-shy sport dog owners! Now your beloved setters and retrievers can point without getting their paws muddy and wet with our **Portable Pointers™ Hunting Set!** No more standing frozen on three legs with their tails in the air...water resistant polystyrene signs do all the work! Easy-to-carry arrows are emblazoned with large typefaces for nearsighted hunters. Available in three sets of six signs each.
#Dcoy–1010 Waterfowl ..$79.99
#Bamb–1212 Small game ..$89.99
#Xcon–1414 Prison Escapees ..$99.99

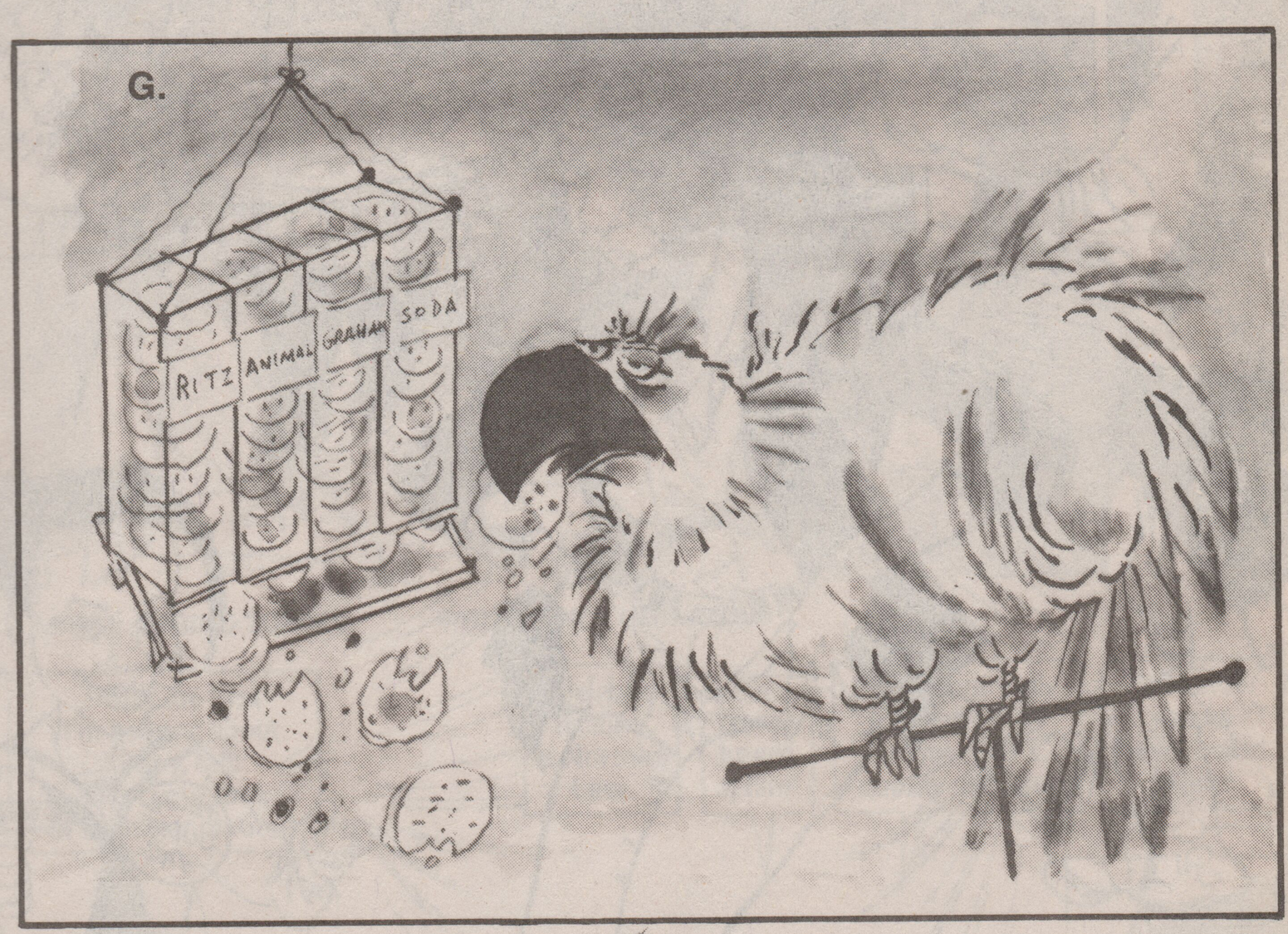
F. Bone of the Month Club—Imagine the happy sight of your dog salivating uncontrollably as a mailman delivers a new assortment of gourmet bones to his doghouse every month! Here's what you get:
Jan: Imported Himalayan Yak Bones
Feb: Choice Selection of Bullfight Losers
Mar: Glorious Bouquet of Spring Bones
Apr: Hickory-smoked Ham Bones
May: Bones of All Nations
June & July: Summer Special Assortment of Bone Jams and Jellies
Aug: Succulent Ostrich Leg Bone
Sept: Supreme Bone Meal à la Pekinese
Oct: Six-Year-Old Aged-in-Dirt Marrow Bone
Nov: Vermont Turkey Dinner Leftovers
Dec: Holiday Cheer Moose and Elk Bone Feast
#Woof–2020 Choice of any six months ..$150.00
#Woof–2121 Full Year ..$299.99
#Woof–4032 Ten-Year Order ..$1,999.99

G. Give polly a break with our **Automatic Cracker Dispenser!** Your majestic bird will love you when he no longer has to perform cute tricks or beg just to get a lousy cracker. With this handy device, Polly can pick his own cracker from a variety of choices just a beak's reach away. Posh! Easy ceiling mount included.
#Ritz–1876 Empty dispenser ..$34.95
#Ritz–1928 Cracker Fillers ..$15.95 ea.
(specify Ritz, soda, graham or animal)

H. Keep your spoiled rotten pets trim and in shape with the **Jane Fonda Pet Workout Tapes!** Watch your pets slim down with these frisky aerobic exercises endorsed by Benji, Morris the Cat and Spuds MacKenzie, all of whom owe their good looks to the regular use of these unique tapes! Each 60-minute cassette includes jumping jacks, pushups and tail wagging sections.
#Pant–8804 Dogs ..$19.95
#Psss–8804 Cats ..$19.95
#Twee–8804 Budgies ..$19.95
#Glub–8804 Goldfish ..$19.95
#Gaag–8804 Ferrets ..$19.95











REBEL WITHOUT A COS DEPT.

Well, well, well, little Denice Hexable has left home and run off to college. She expected to find plenty of new friends, new adventures and most of all, some loyal viewers she could call her very own. But alas, all she found was ...

I'm **Denice Hexable.** I got into Swillman College on **my own!** I run my own life and **I don't depend** on my family for **anything! Except** my **tuition,** my **allowance** and the fifty-million viewer **lead-in audience** to this **deadly spin-off!**

I'm **Yolessa Winsome,** one of Denice's roommates. I'm sort of **bouncy, offbeat, strange, unpredictable** — you know, all the **quirks** they give a sitcom character, hoping that **one** of them **catches on** with the **audience!**

I'm **Baggie, Denice's** other roommate! I'm supposed to be **naive** about life, but it's **only** an **act.** I'm **actually** rooted in **reality!** And if you don't **believe** me, check my **horoscope!**

I'm **Whitely,** the **perfect southern belle!** Some of the other students think I'm **snobbish.** But what do their **insignificant opinions** mean?! I didn't want to be on **this** sitcom anyway! I wanted to be on ***Designing Women***! After all, that's where I **stole my character from!**

I'm **Pain Vane, God's gift** to **women!** When women **see me** from a distance, they start to **quiver.** And when I **get close** to them, they really **shake** and get **nauseous** and **barf!** Hey, let's **face it** — when you've **got it,** you've **got it!**

I'm **Anne Beates, ex-producer** of this show. **Liza Bonehead fired** me over **"artistic differences."** She said she'd give me **particulars** as soon as **she** finds out what "artistic" **means!**

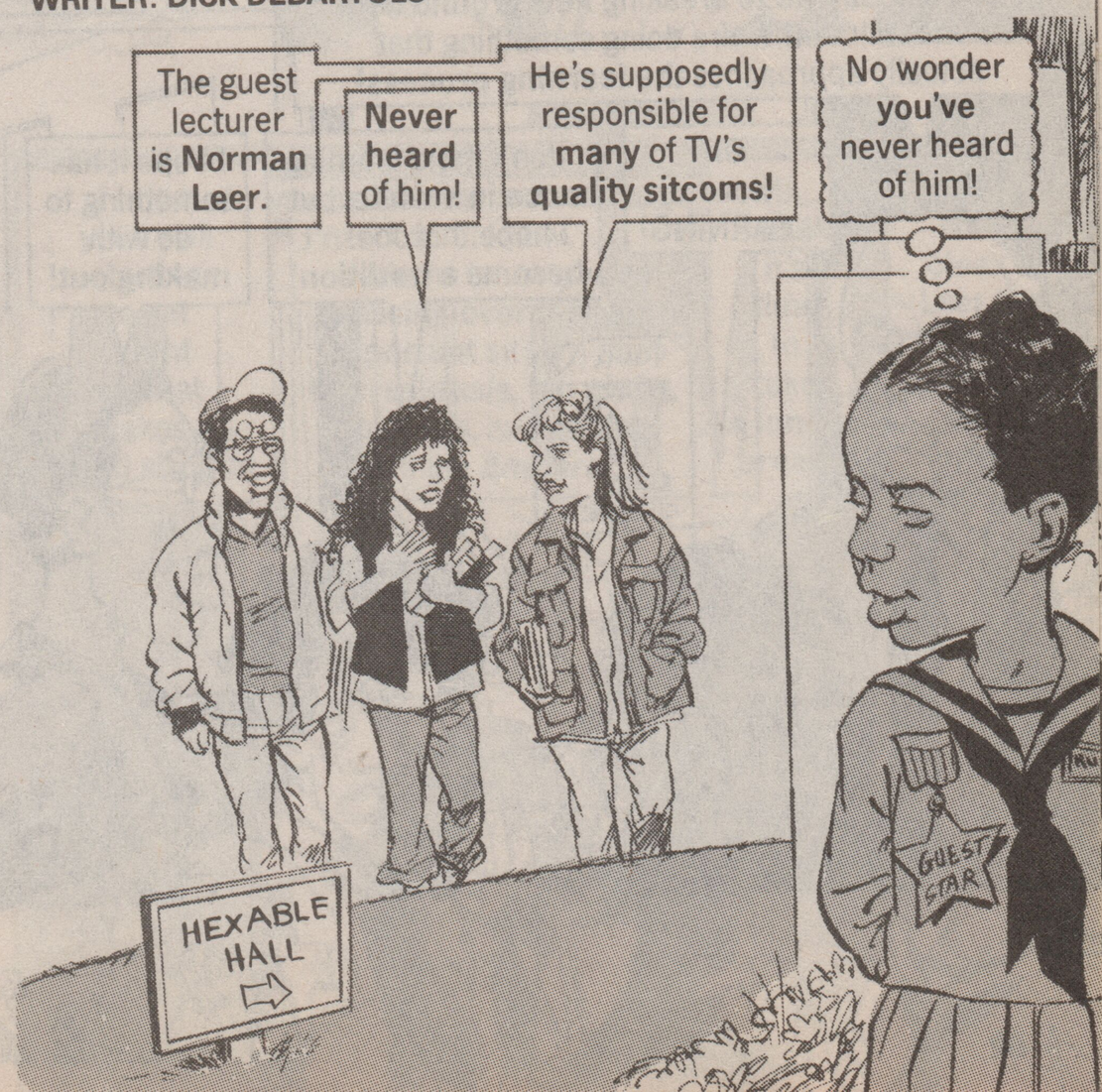
AN INDIFFERENT WORLD





ARTIST: ANGELO TORRES WRITER: DICK DEBARTOLO





Baggie, may I, **Pain Vane,** the **sex symbol** of Swillman, buy **you** a **soda** before class?

No thanks, Pain! **Last time** you bought me a **burger** you felt that **entitled** you to **spend the night** in my room!

No, you're **wrong!** It wasn't because of the **hamburger!** It was the **onion ring** that I slipped on your **finger!**

Norman Leer shouldn't come here to **talk!** He should come here to **write, produce, direct** and **save this miserable show!!!**

Come on, I'll buy you **both** a soda and **no commitments!** Maybe you'll just **bear** one of my **children!**

That would be a lot **easier** than **bearing** your **so-called wit!**

What **kind** of soda do you want?

Be **serious!** There's **only Coke, Coke, Coke!**

Not **true!** There's **Coke, Diet Coke, Classic Coke,** and **Caffeine-Free Coke!**

I think I'll have a **New Diet Caffeine-Free Cherry Coke Classic!**

With or without **Nutra-Sweet?**

Oh... **FORGET IT!!!**

ENJOY Coca-Cola

DRIN Coca OR ELSE!! Cos.

Coca-Cola

GUESS WHAT?

Why **IS** there only **COKE** in **all** the school's **vending machines?**

That's how my father **pays** my tuition! And it's **not cheap!** Do you know that these days college costs almost **40,000 cases of Coke each semester!**

ENJOY Coca-Cola

Coca-Cola

TOP SECRET FORMULA

OLD NEW COKE

Class, today we're breaking **new ground** here at Swillman! We're doing something that actually approaches **the learning process!**

Oh wow... **LEARNING!**

I don't mind learning **once in a while,** but I hope this doesn't become a **tradition!**

I hope it has something to do with **making out!**

Gee, I hope I'm **dressed right** for this...

YOUR F GRADE

Our guest speaker is **Norman Leer,** a man who **set the standard** for TV sitcoms with such **hits** as ***All in the Family*** and ***Maude!***

Thank you! Class, let's **begin!** What is the most **basic element** of a **TV sitcom?**

Weird clothes!

Sexual innuendo!

A proper girl who really knows how to pout!

It's gonna be a **long day,** Norman...

ZZZZZZ



No, the most **basic element** of a sitcom is a **plot!**

A **plot?** What is **that?**

It's a **storyline** that sometimes provides **conflict,** sometimes provides **insight,** but at **all times** is **interesting.**

This might as well be a **Latin class!** I don't follow a **word** this clown is **saying!**

DUNCE THAT'S DENICE!!

MS. HEXABLE

For **example,** on ***Maude,*** in the framework of **humor,** we did shows on **abortion** and **breast cancer,** and on ***All in the Family*** we did shows on **rape** and **race relations.**

SHOW AND SMELL

Yeah, but did you ever do anything **relevant?**

Here on ***Indifferent World,*** we did a **humdinger** of a show on **littering** and **wearing pig noses!**

And that **really** relevant show about **staying up past curfew** was something people **didn't forget** for **minutes!**

And **wait** until you see the **important episode** where I go out on a **date** and find my **brand new dress** is an **inch** too **short!**

Now I remember why I **left television sitcoms** to go into the **movie business!**

LEAR JET

The **movie business?!** Do you think one day you might like to make movies like ***Leonard, Part VI*** or ***Angel Heart?***

No, I'd like to make **successful, high quality** movies that people would **want** to **see!**

LUCY FEHR

All right, back to TV sitcoms! **Plot** is important. Then you need **characters** people **care about!**

Hey, they care about **me!** They care about my **mind** and they care about my **body,** just **not in that order!**

Sitcom stars should be **three-dimensional characters...**

Make up your **mind!** Which **is** it— characters people **care** about, or **3-D people?!!**

I hope you're all starting to get a **hint** of what makes a **good sitcom!**

I don't know... It seems to me you're **passing over** the **real important** sitcom stuff like **residuals, fan clubs, spin-offs,** and getting into the ***Enquirer!***

Uh... I think it's time to take a **lunch break!**

My God, isn't it **clear** to Leer that this class is **already out to lunch?!!**

What are the **specials today?**

Burger and **Coke...** burrito and **Coke...** pizza and **Coke...** or frank and **Coke!**

What can I get **without Coke?**

Fired from the **Cosby Organization!**

In **that** case, I'll have a **burger** and a **large Coke** and **Jello Pudding** for **dessert!**

If I were you, I'd get a **side order** of **stocks** from **E.F. Hutton** and **really** be **secure!**

WHEN COSBY TALKS... E F HUTTON LISTENS

DON'T FORGET THE JELL-O P.C.

Let's continue with our talk on **important parts** of sitcom humor. Another **key element** is **originality.**

That's where **this** show **shines! Imagine!** A **black show** with a **black cast!**

HA! The only **original** thing in **that** statement is the way you **forgot** to **mention** ***Frank's Place, Amen*** and ***227***!

A TOTALLY INDIFFERENT WORLD

HO HUM

Yes, but how about a sitcom with a **black cast** in a **school** situation with **ONE white girl.** Isn't **that** original?!

Be serious! That's a **mere reversal** of ***The Facts of Life,*** a school situation with **white** students and **one black girl!**

That's **totally different!** ***Facts of Life*** didn't follow ***Cosby,*** and **we do!**

And for that you should **THANK GOD** at least **once a minute!**

Well, this **completes** my **guest lecture appearance.** Next week, you're going to have a **talk** from a **financial advisor!**

Great! Will it be on setting up **sitcom budgets?**

No, it will be on **investing your salary now,** so you'll have some **money** to **live** on when this **fiasco finally folds!**

COME HOME ANNIE B.

LEER ALUMNI ASSOC.

FREE THE "INDIFFERENT" SEVEN

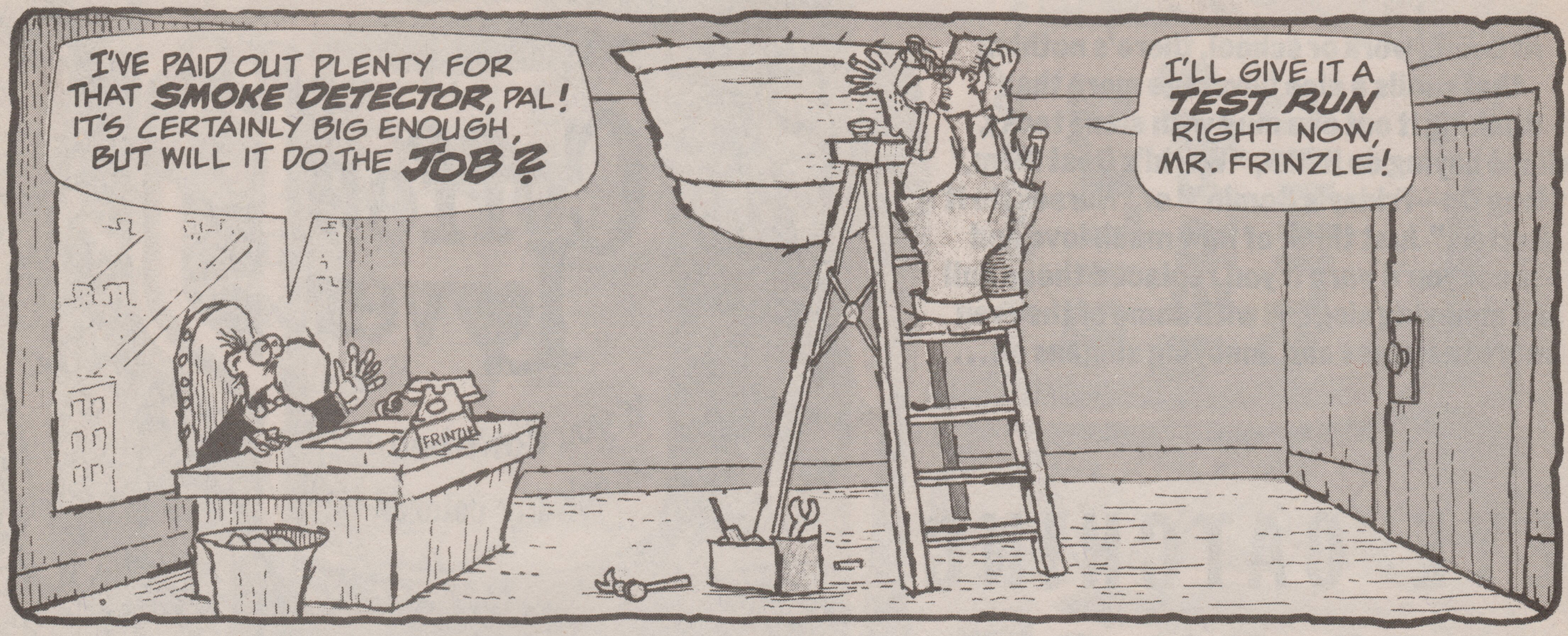
I think the kids **enjoyed** my **lecture!** They **applauded** and **laughed** in the **right places!**

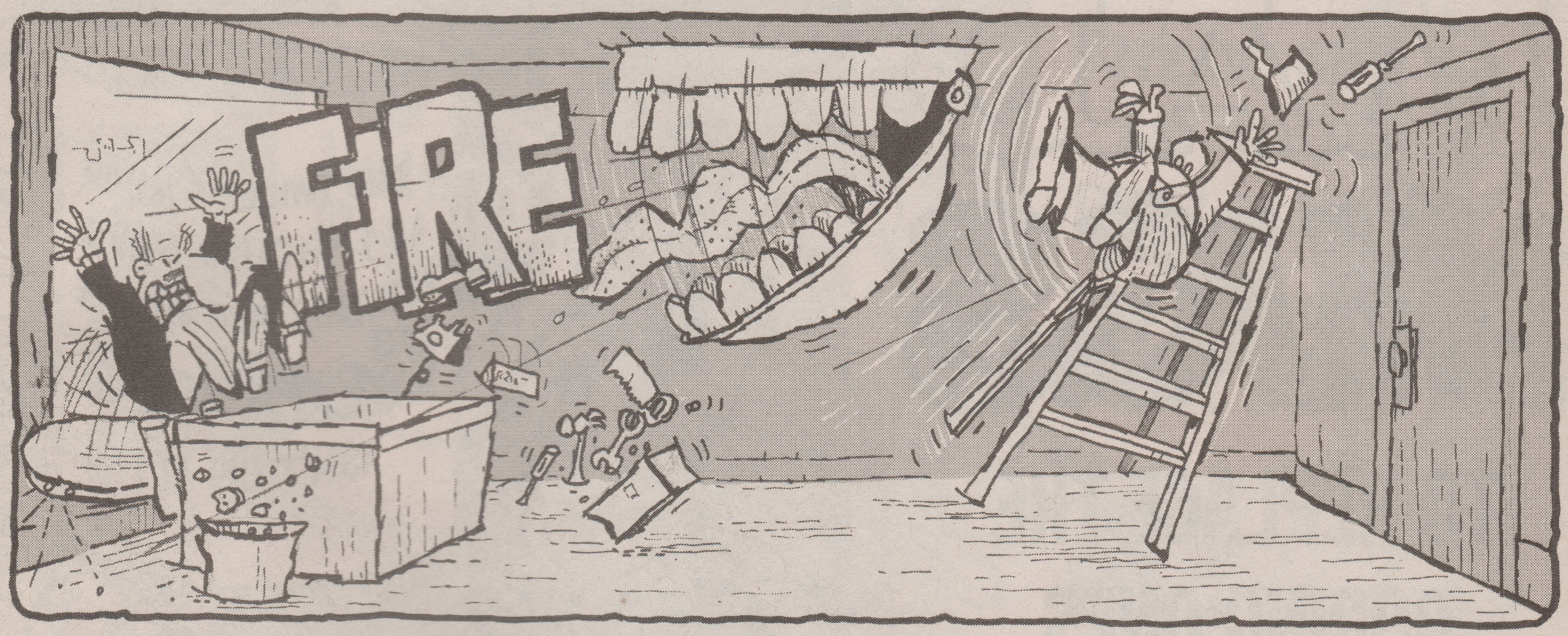
Oh, that **wasn't** the **kids!** That was the most **important element** of sitcom humor... the use of the **laugh track** and the **applause machine!**

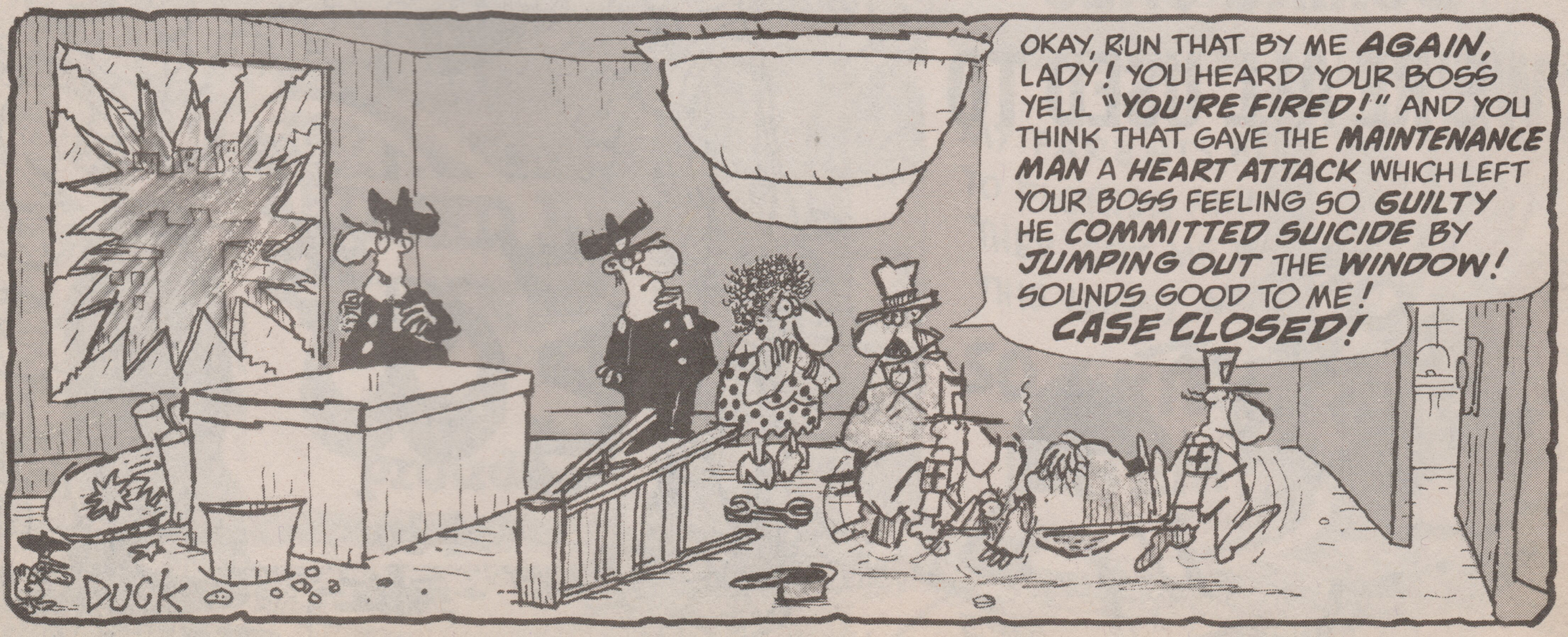
MADE IN POLAND

TALES FROM THE DUCK SIDE DEPT.

THE DEMONIC DETECTOR DISASTER







ARTIST & WRITER: DUCK EDWING

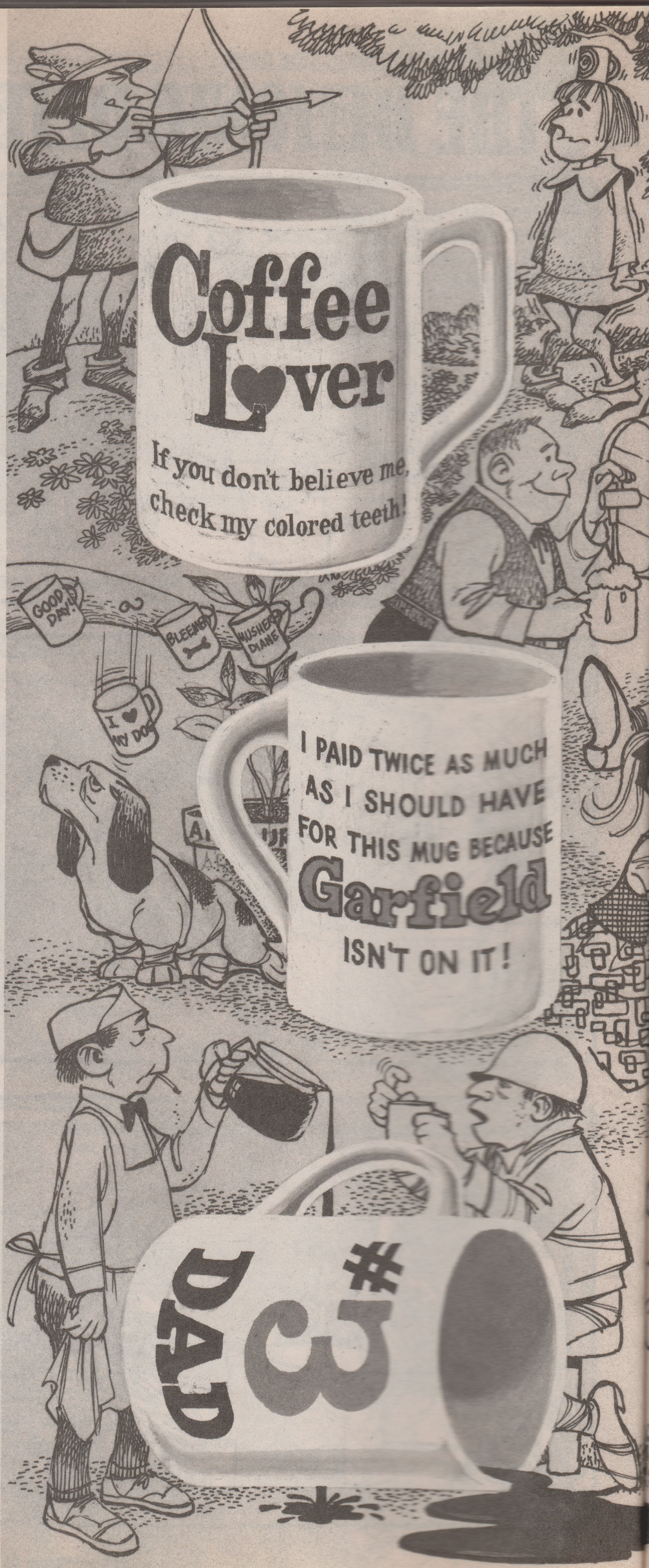
CUPS AND RIBBERS DEPT.

At home, work or school, there's nothing that spoils a nice beverage more than drinking it out of a mug with some tacky, cliché saying on it like, "World's Best Mom," "Hang On—Friday's Comin'" or "Nurses Do It Better!" Just think of how much love and respect you'd earn if you replaced those dull and annoying slogans with some of the even more tasteless and annoying slogans on . . .

EYE CATCHING MAD MUGS

TO REPLACE THE BORING ONES WE'RE ALL USED TO





ARTIST: BOB CLARKE WRITERS: CHARLIE KADAU AND JOE RAIOLA

ORGAN DONORS

LEAVE DONATIONS HERE

PROPERTY OF BILL'S HERPES CLINIC

VIVA CAFÉ

I ♥ Boring, Uninspired Messages On Coffee Mugs

SNEAK SIPS AT YOUR OWN RISK

I Drool When I Drink

BUG OFF!

I ♥ BANANAS

J FRED MUGGS

ABUSED BY A KENNEDY

...and proud of it!

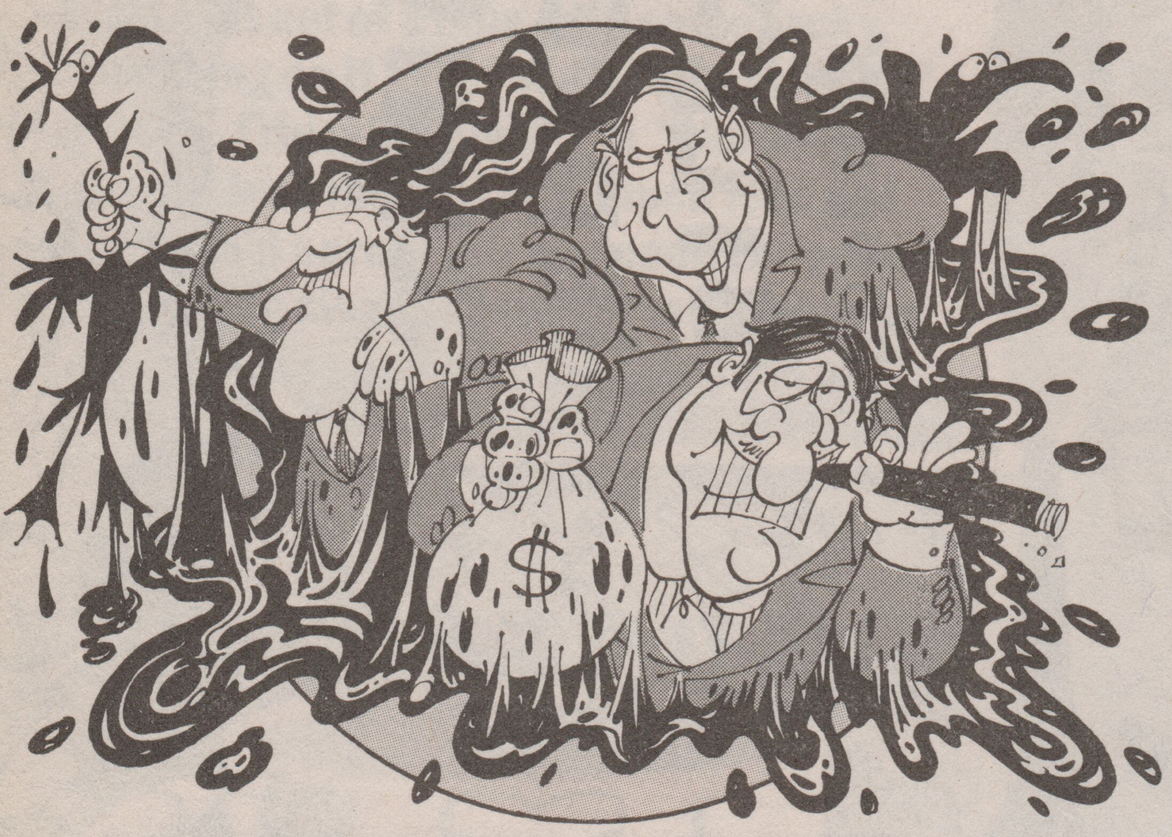
MY PARENTS WENT TO FLORIDA AND ALL THEY GOT ME WAS THIS LOUSY MUG-

SO I KILLED THEM!

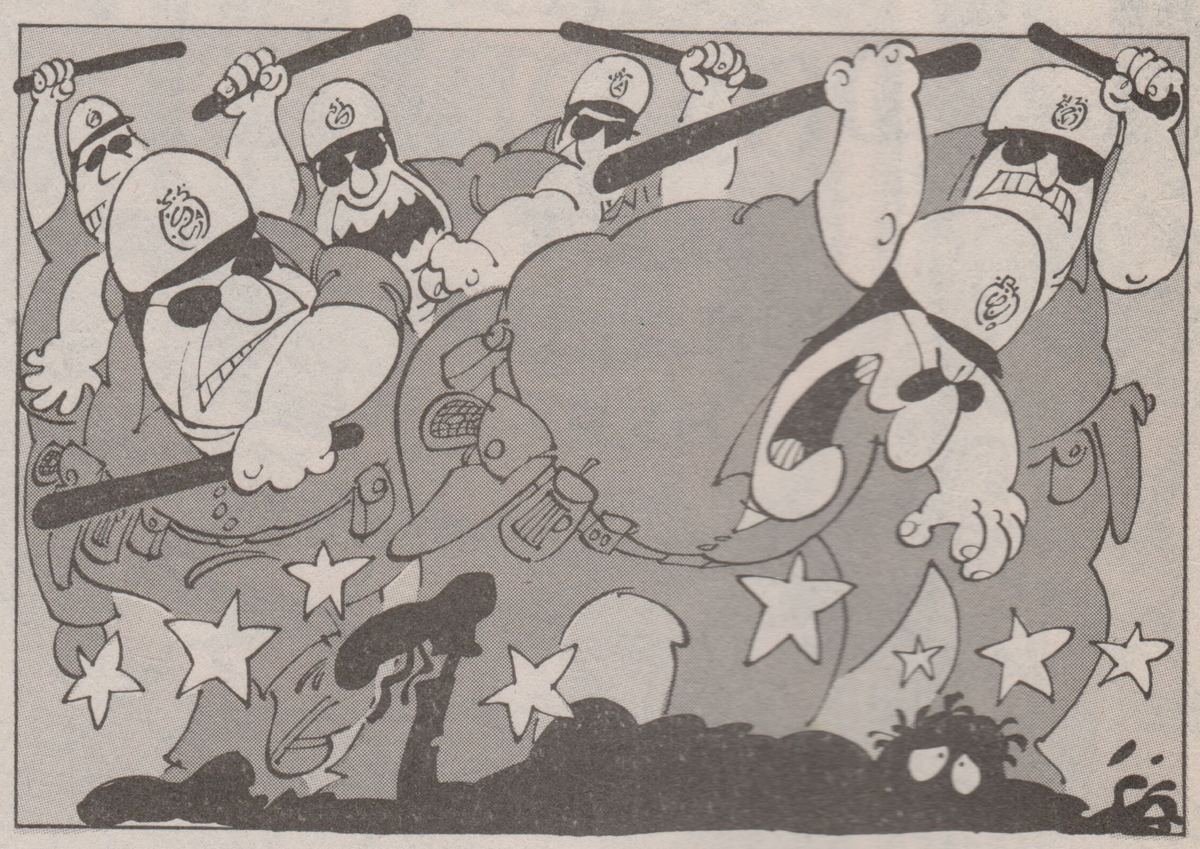
WORDS OF A FEATHER DEPT.

We all know birds of a feather "flock" together, buffaloes cruise in a "herd," cats do the move in a "chowder," and all those owls outside your window constitute a "stare," but frankly, who cares? This ain't the National Geographic, and we ain't Marlon Perkins! That's why we now proudly present...

MAD



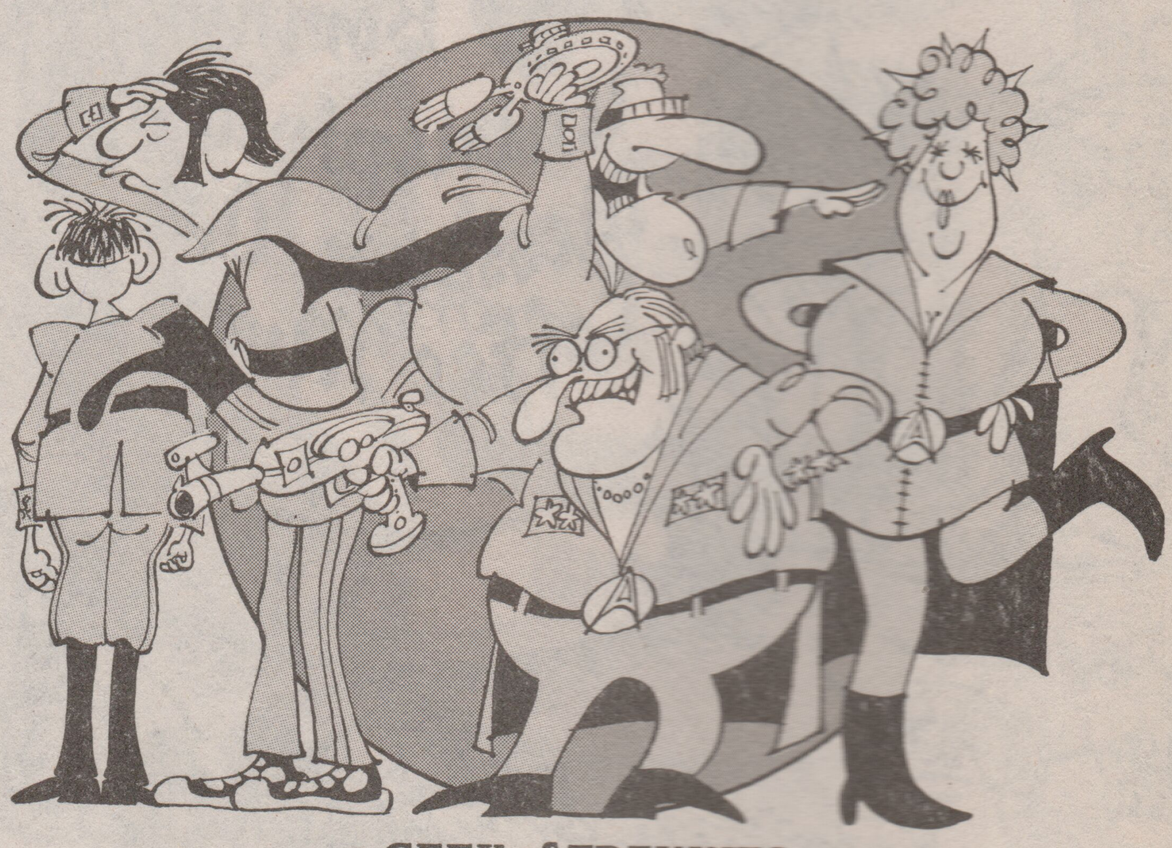
a *SLUDGE* of EXXON EXECUTIVES



a *CLOBBERING* of LAPD COPS



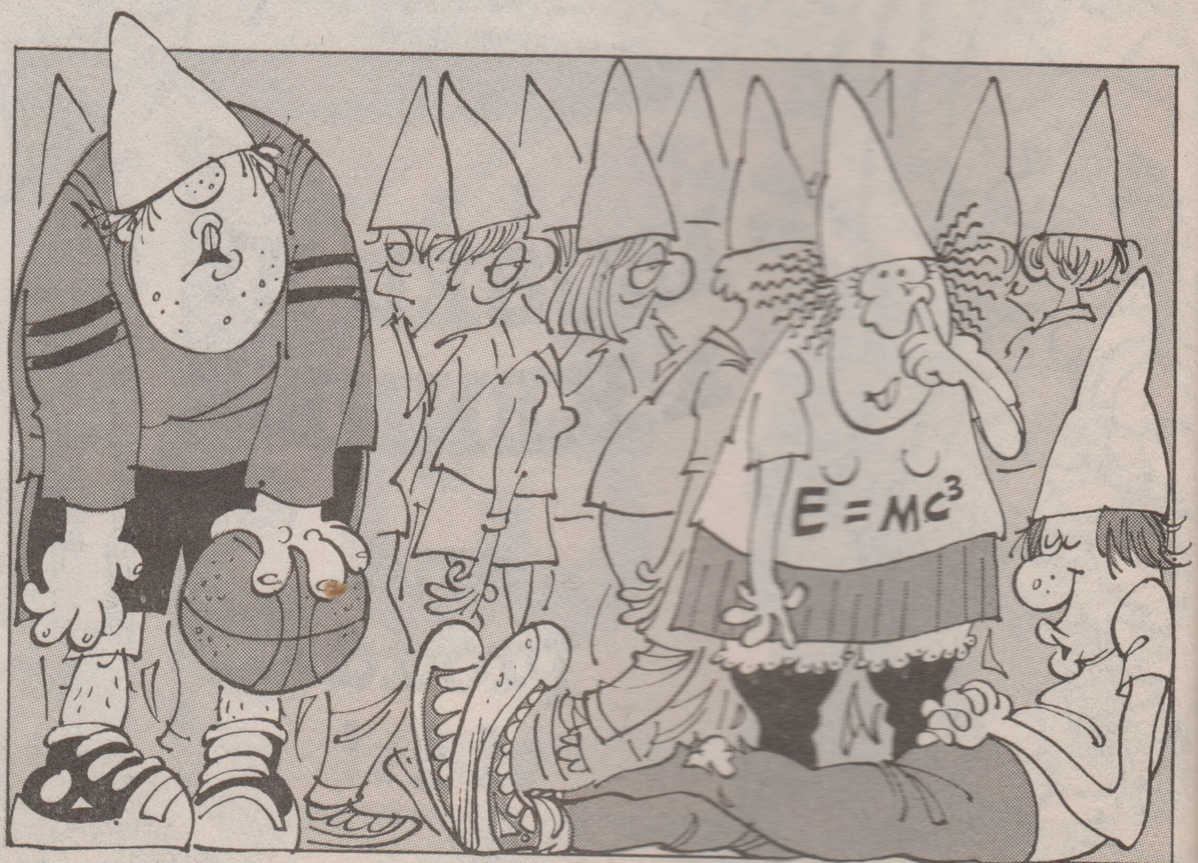
a *FLEECE* of S&L BANKERS



a *GEEK* of TREKKIES



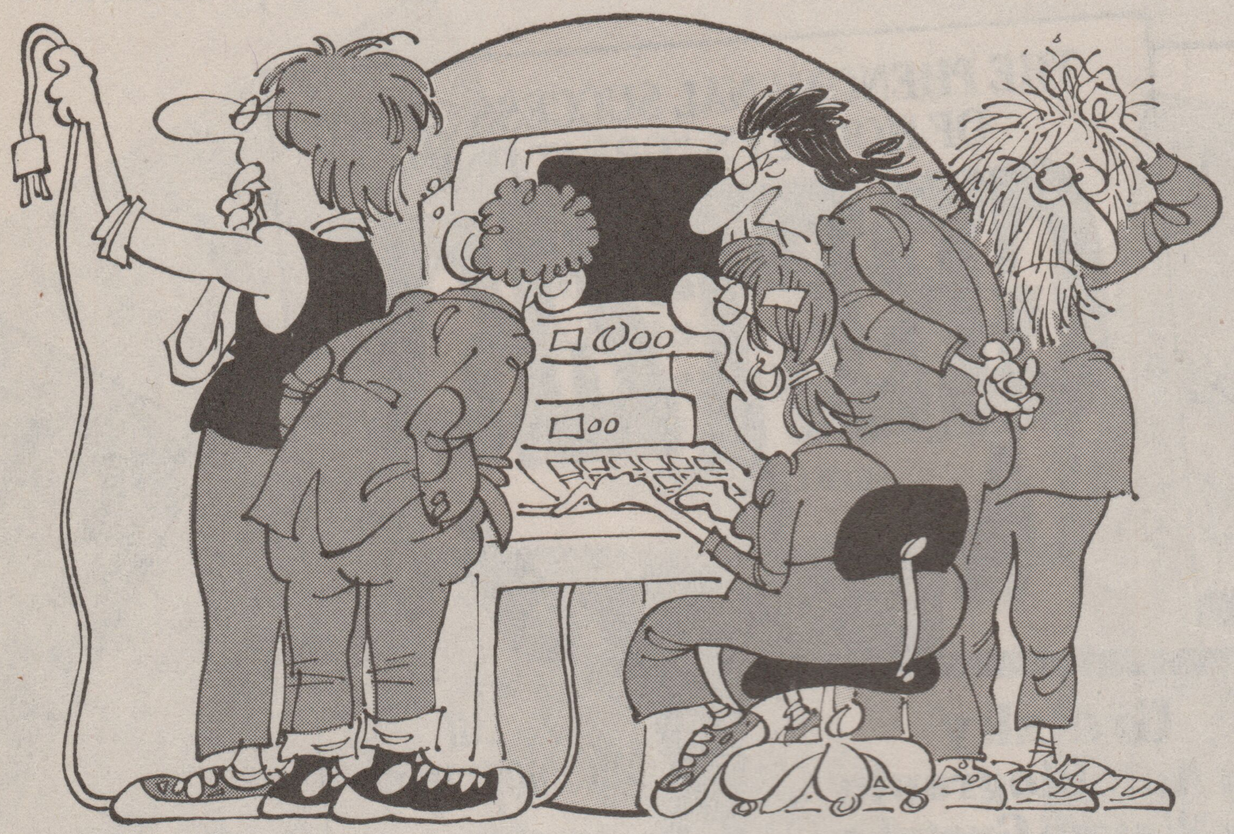
a *CONGRESS* of CHECK BOUNCERS



a *FLUNK* of AMERICAN HIGH SCHOOL STUDENTS

ARTIST: PAUL COKER

GROUPLINGS



a *GLITCH* of COMPUTER PROGRAMMERS



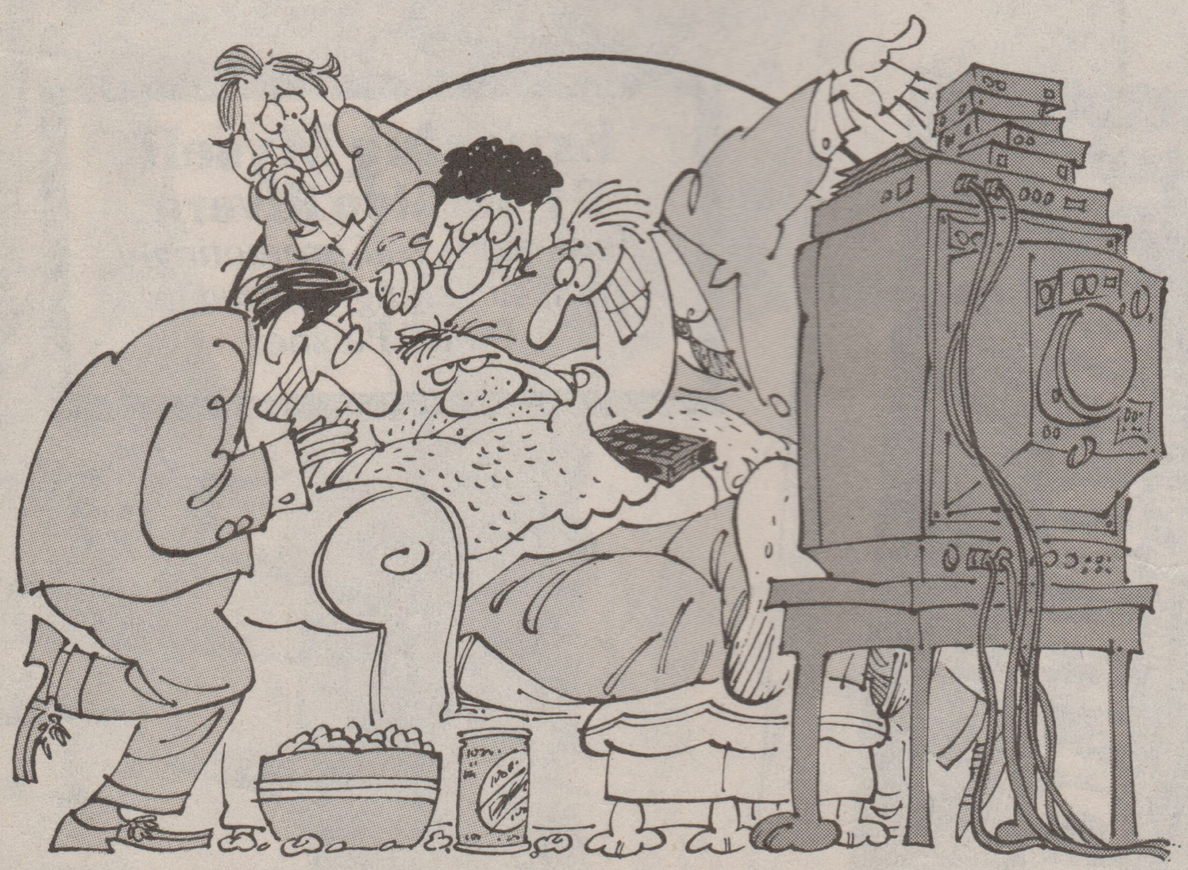
a *SNEER* of ELVIS IMPERSONATORS



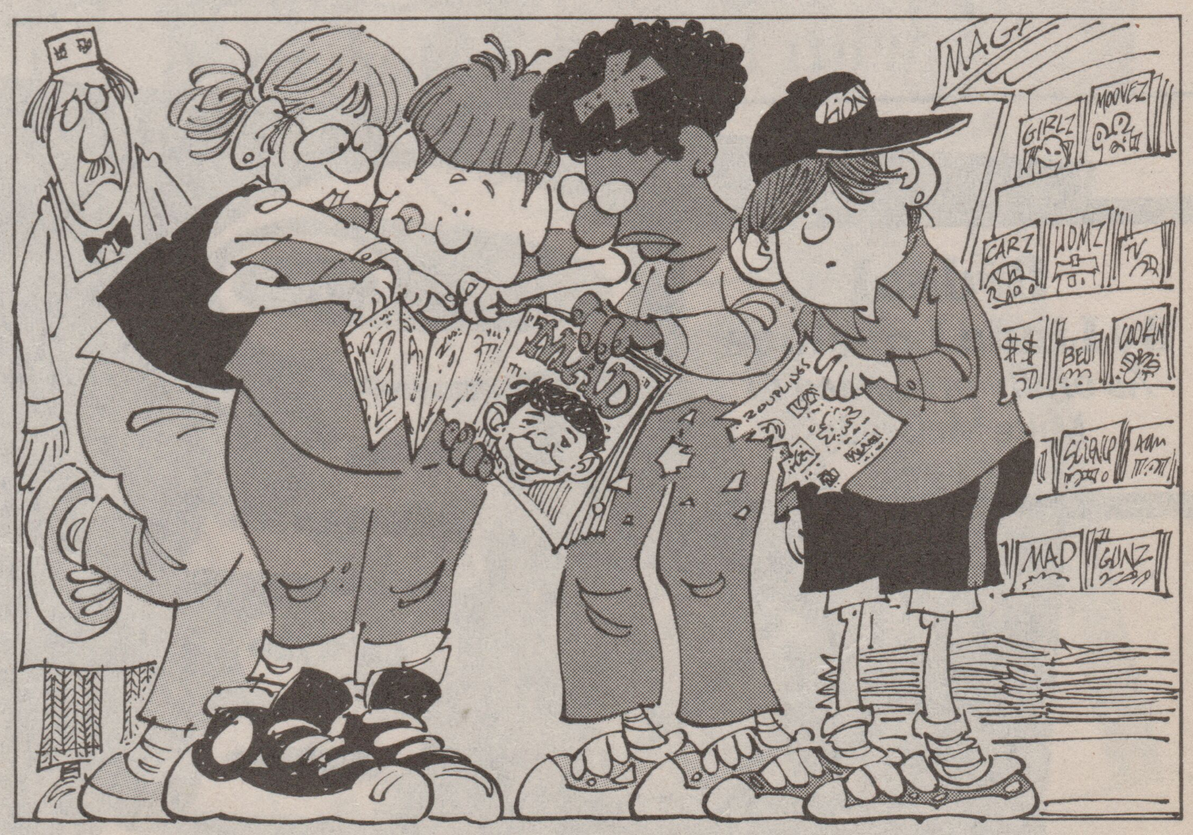
a *HACK* of HOLLYWOOD SCREENWRITERS



a *SPLAT* of BUNGEE JUMPERS



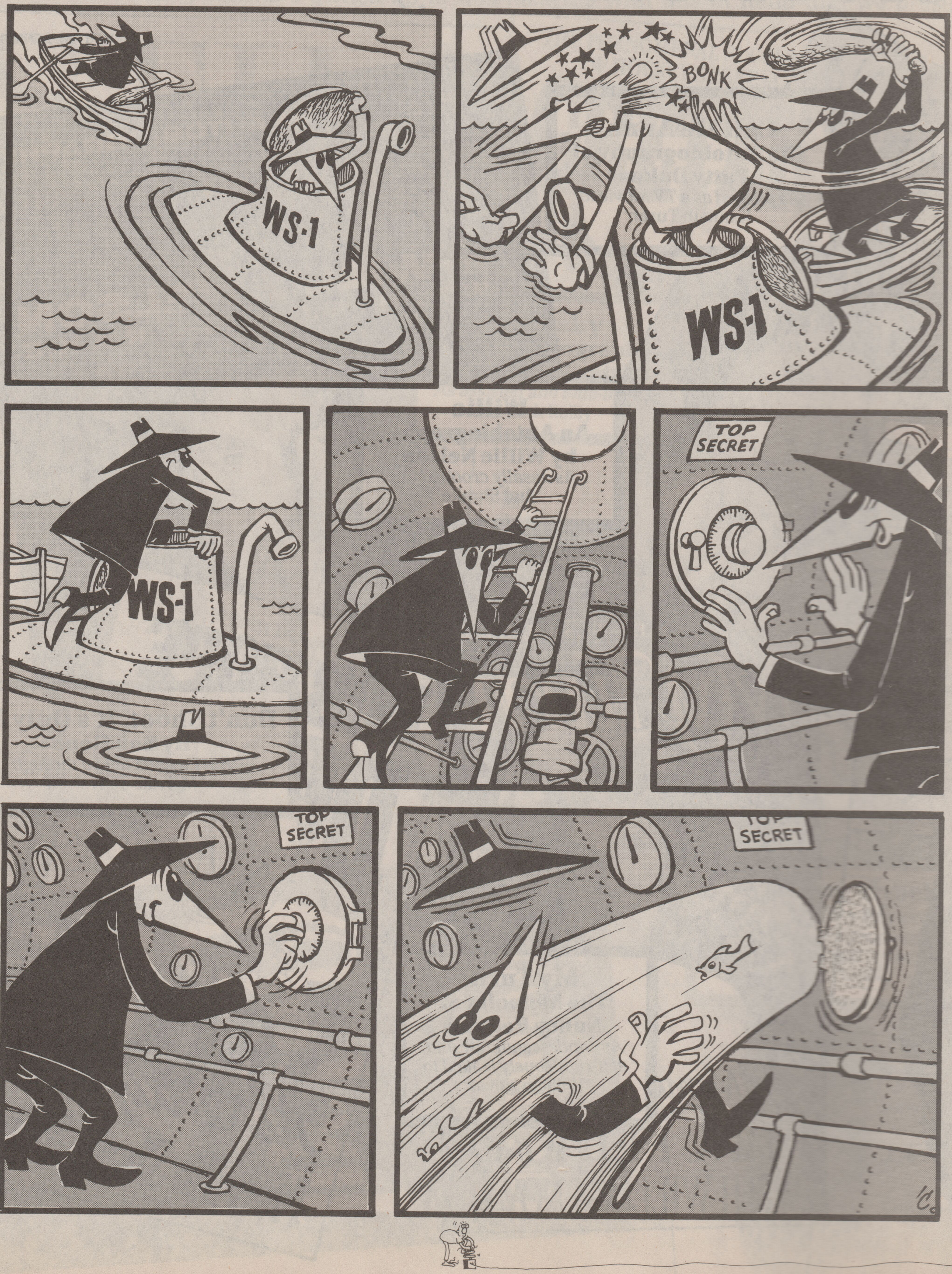
a *PANDER* of NETWORK EXECUTIVES



a *CLOD* of MAD READERS

WRITERS: FRANK JACOBS AND RUSS COOPER

SPY vs SPY





BERG'S-EYE VIEW DEPT.

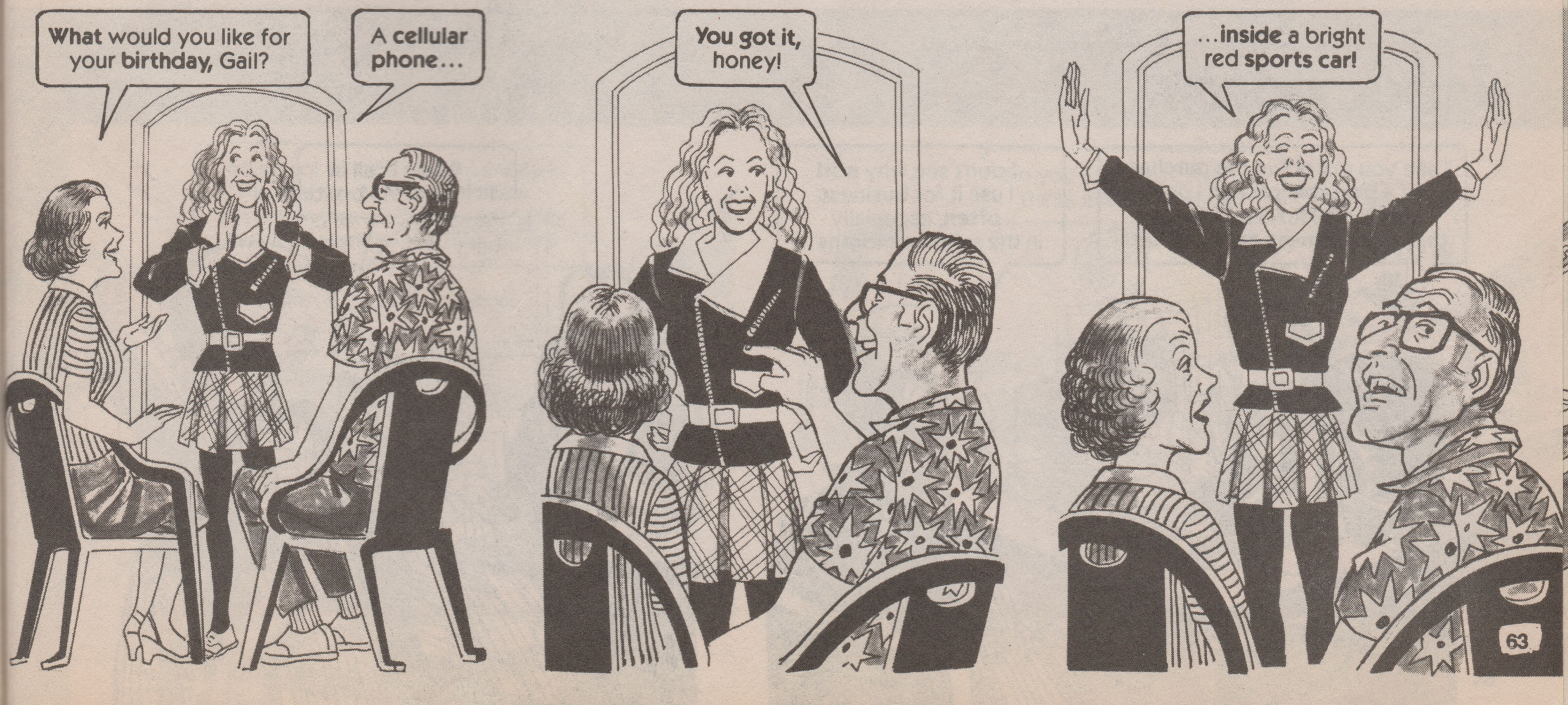
The Lighter Side Of...

ARTIST AND WRITER: DAVE BERG

SUCCESS



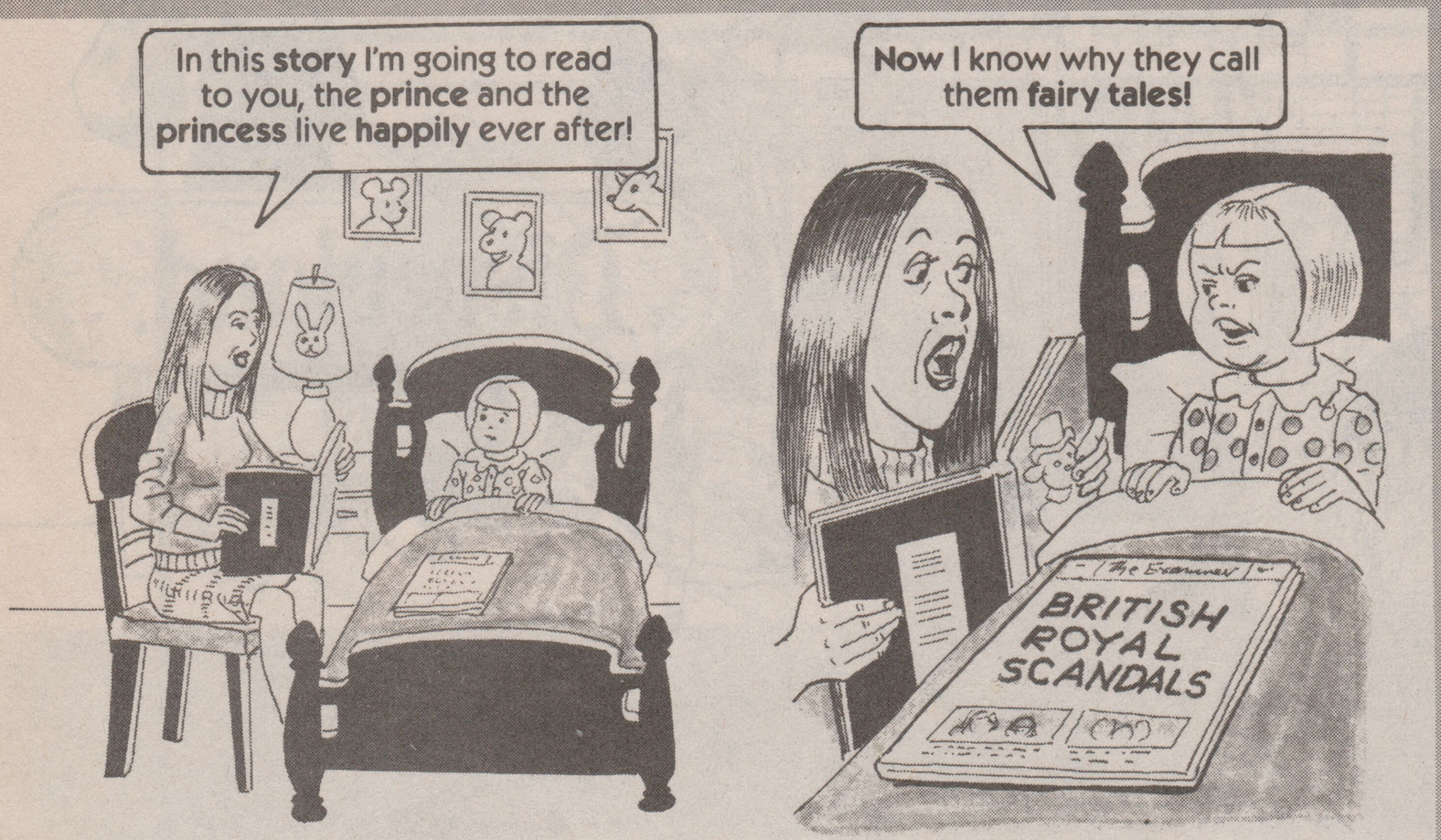
GIFTS



EAVESDROPPING



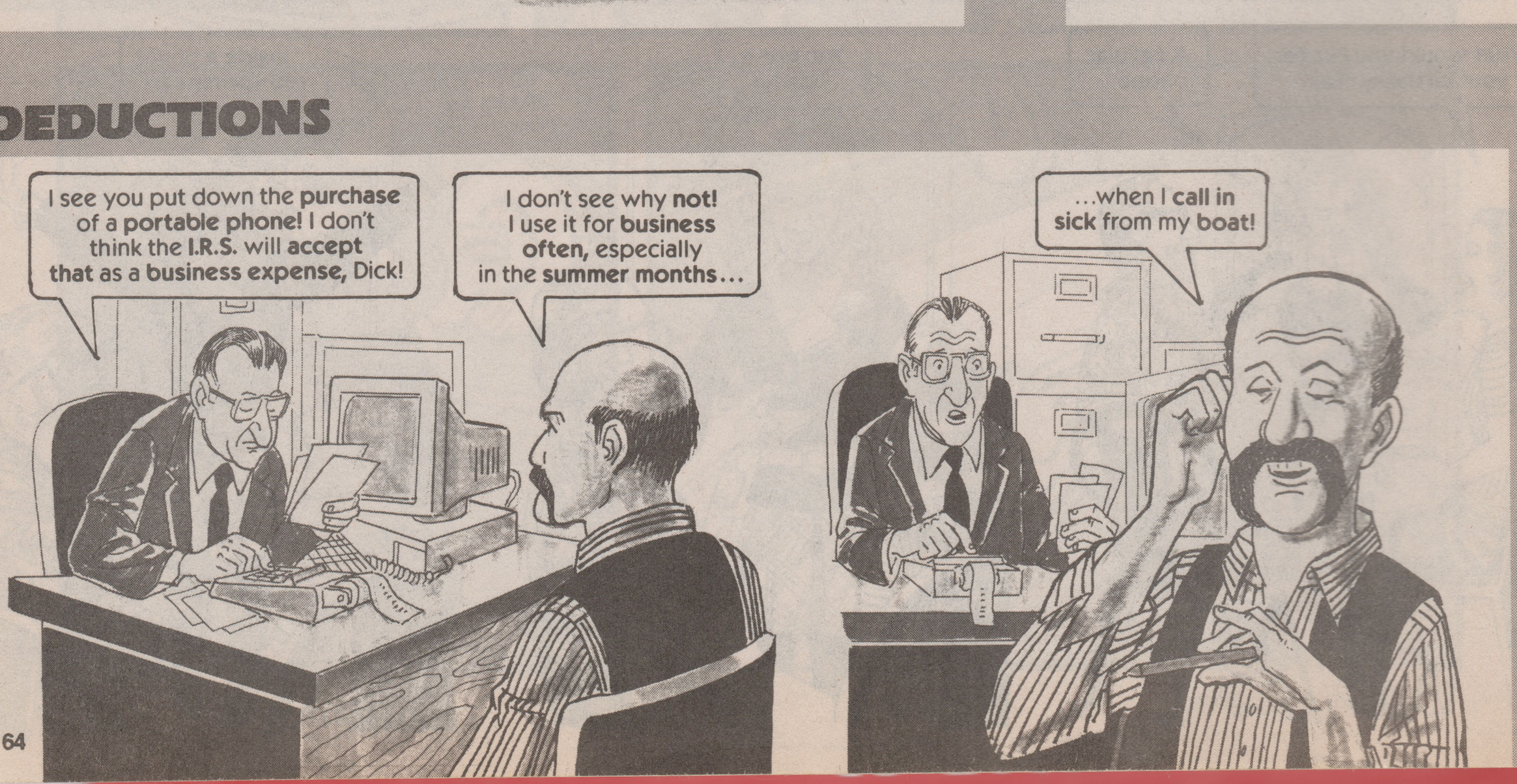
ROYALTY



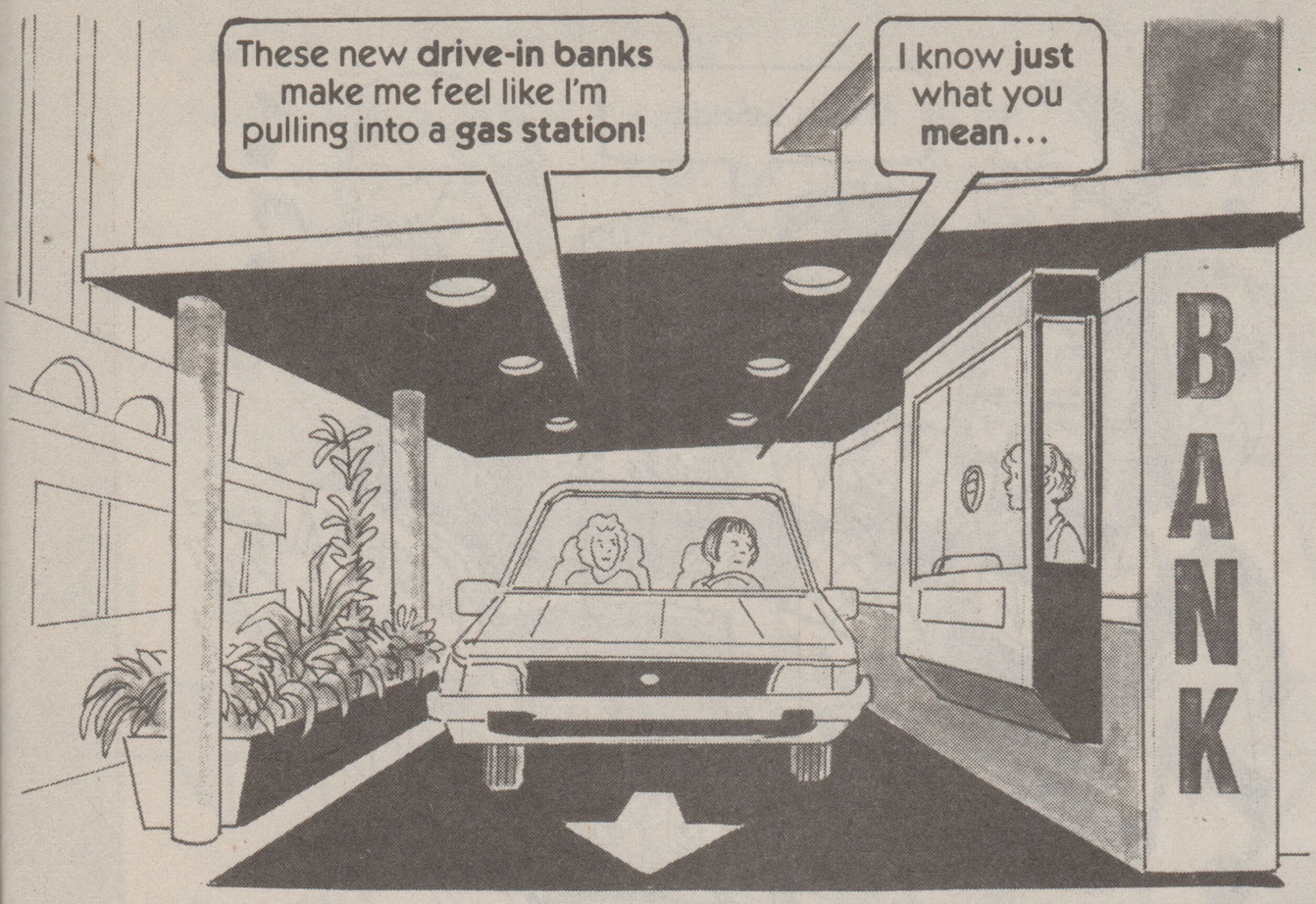
FITNESS



DEDUCTIONS



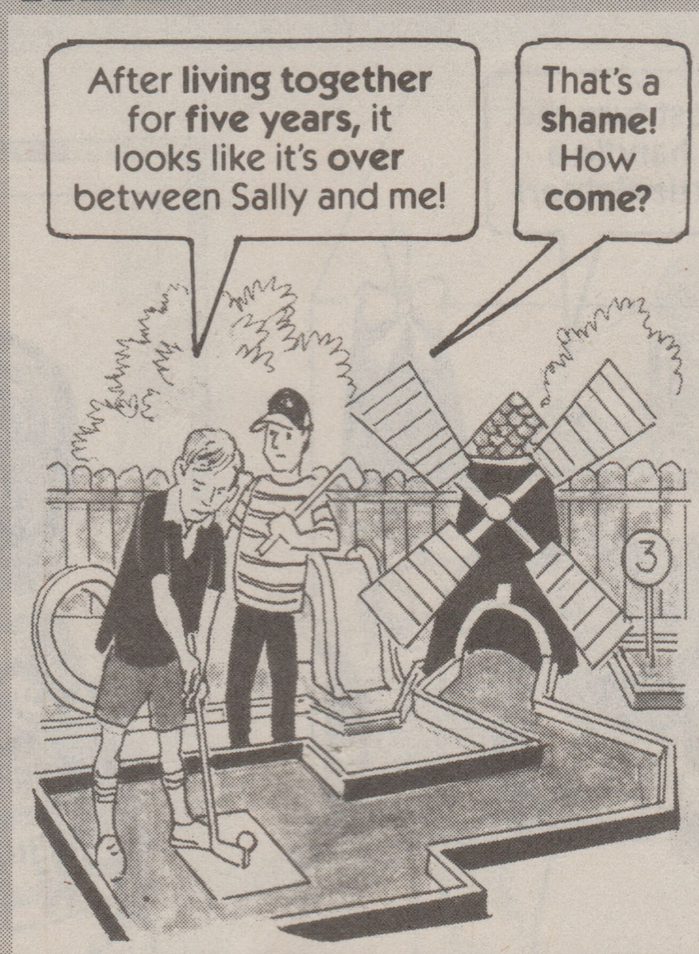
BANKING

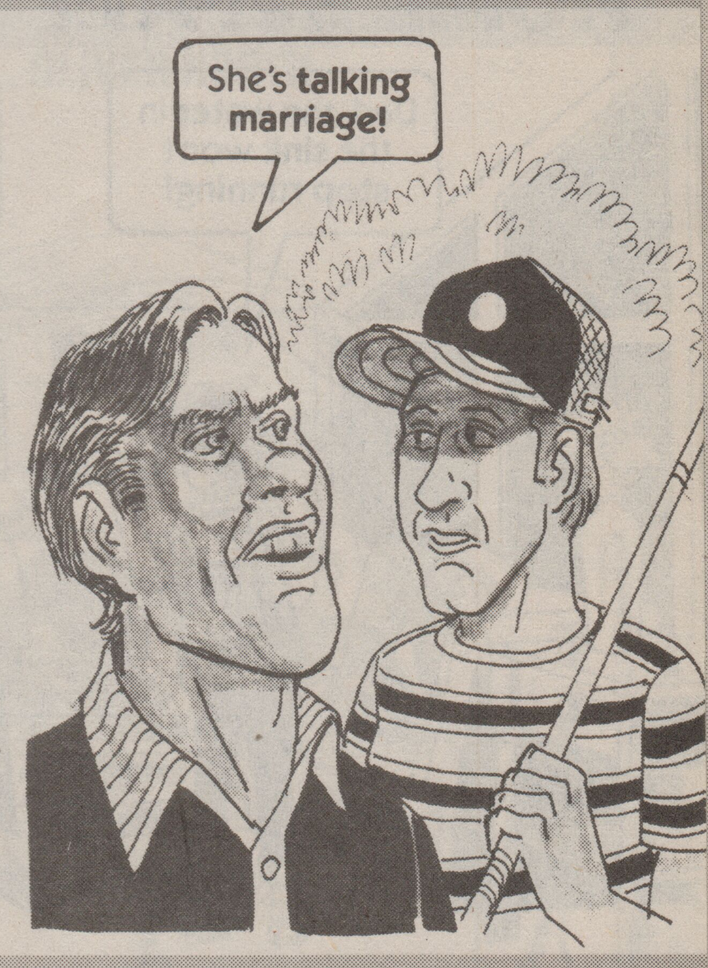




RELATIONSHIPS

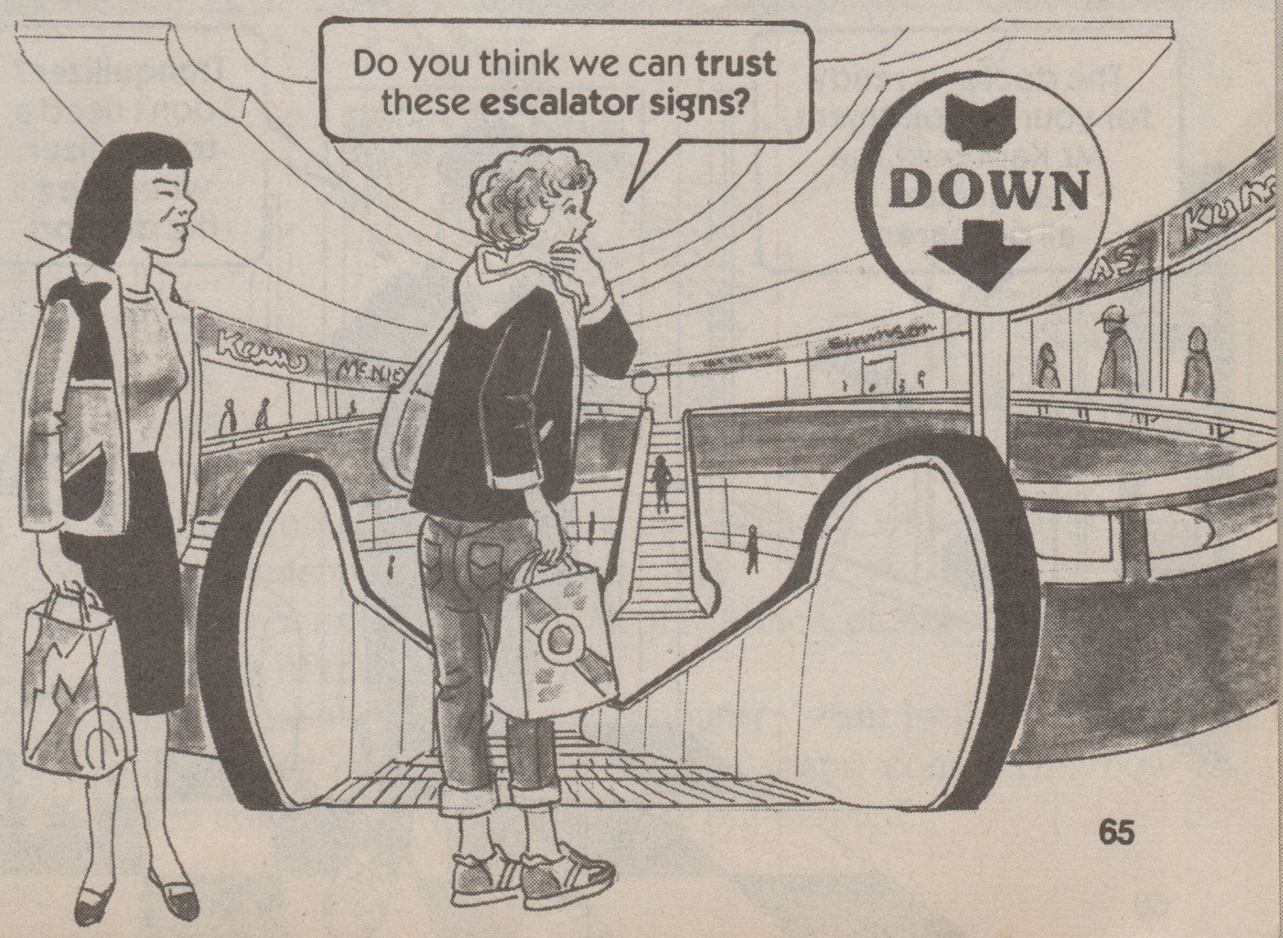






SIGNS

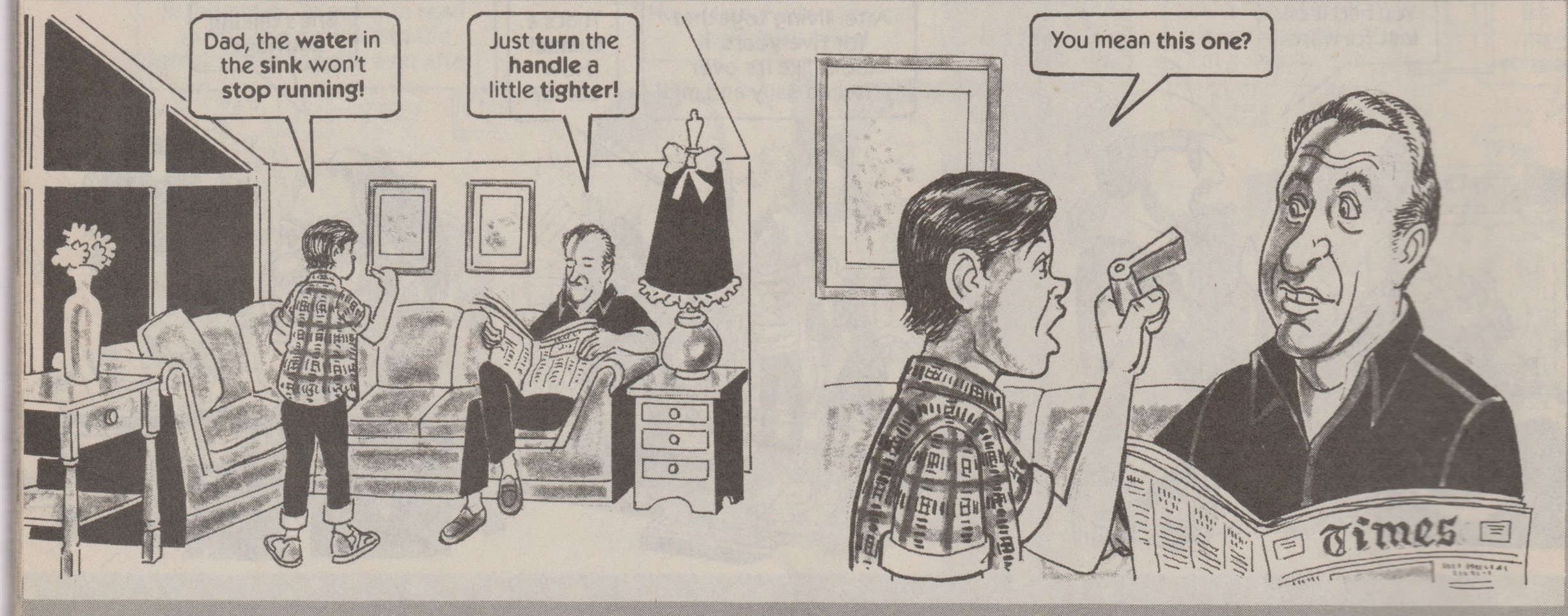




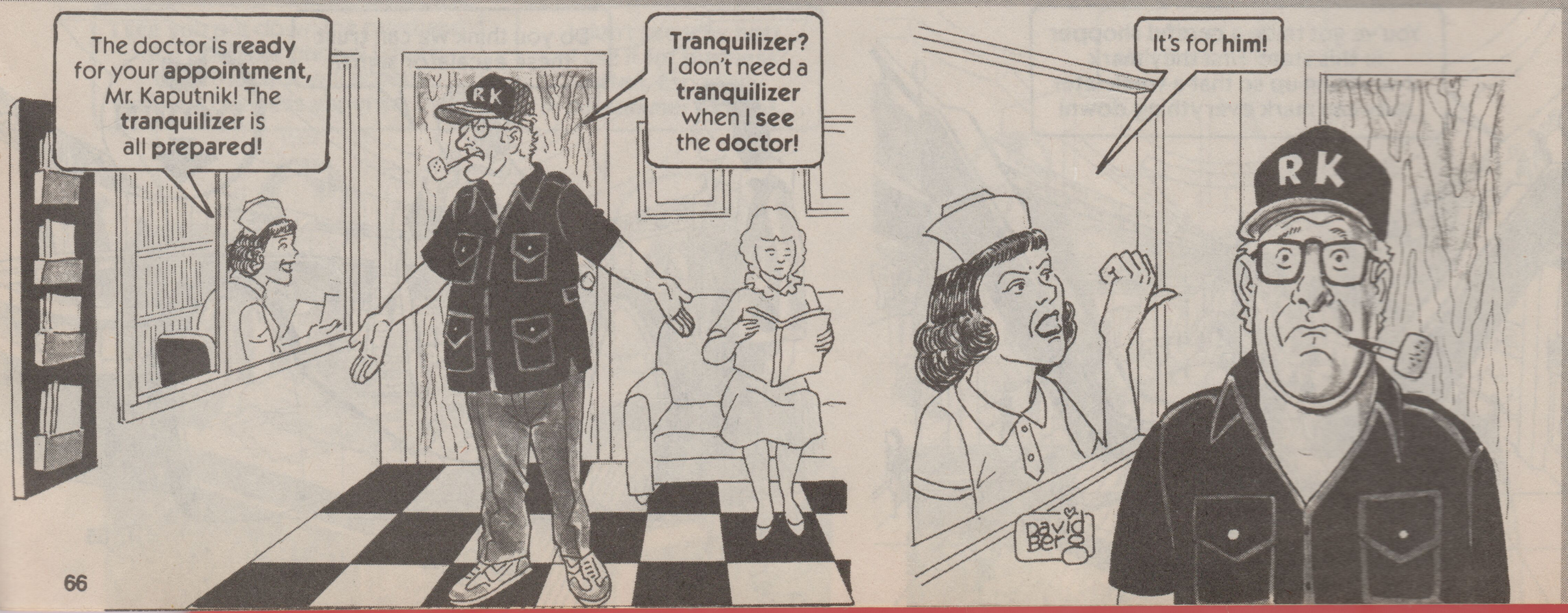
THE OFFICE

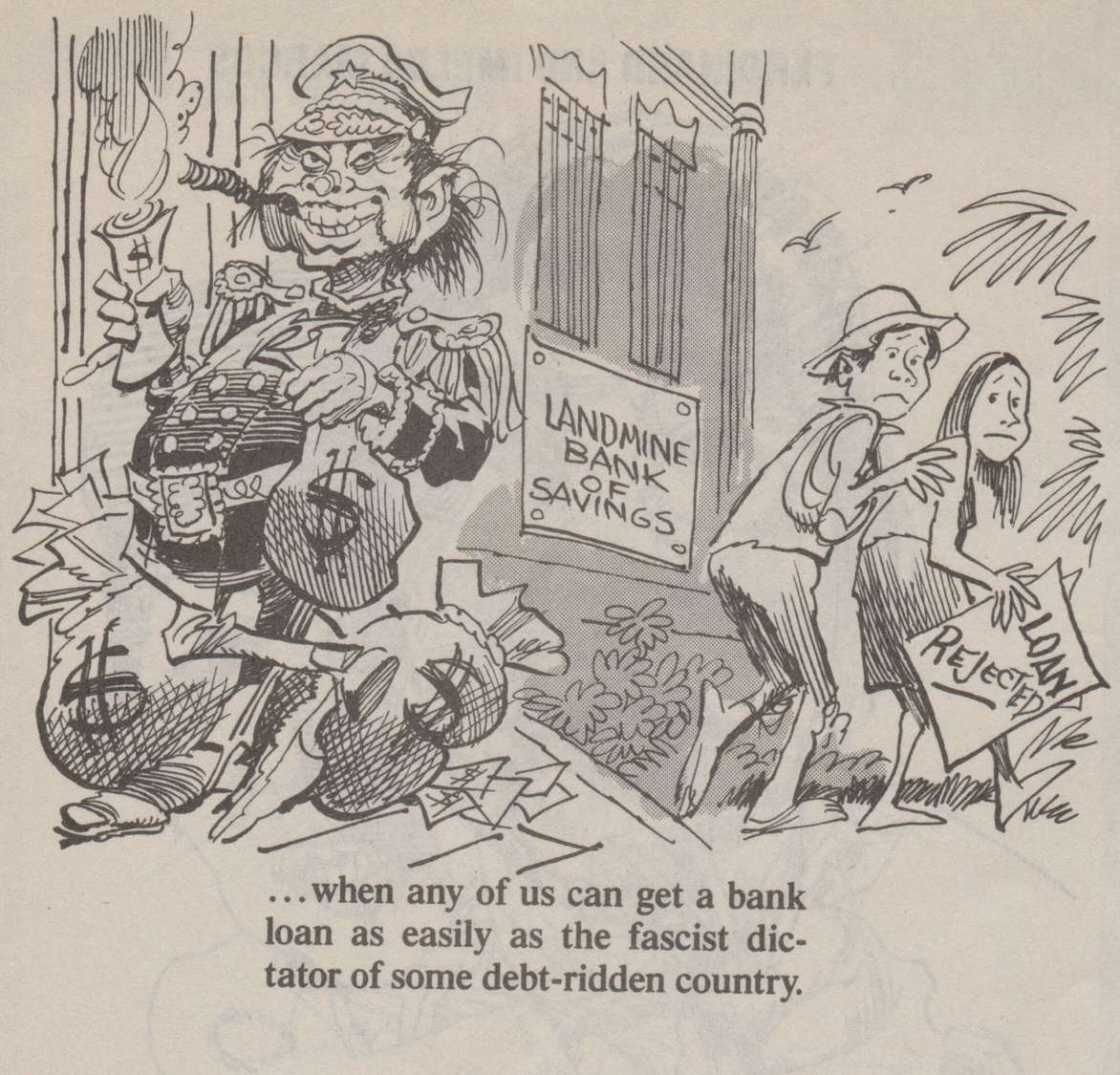


HOME REPAIR



DOCTORS

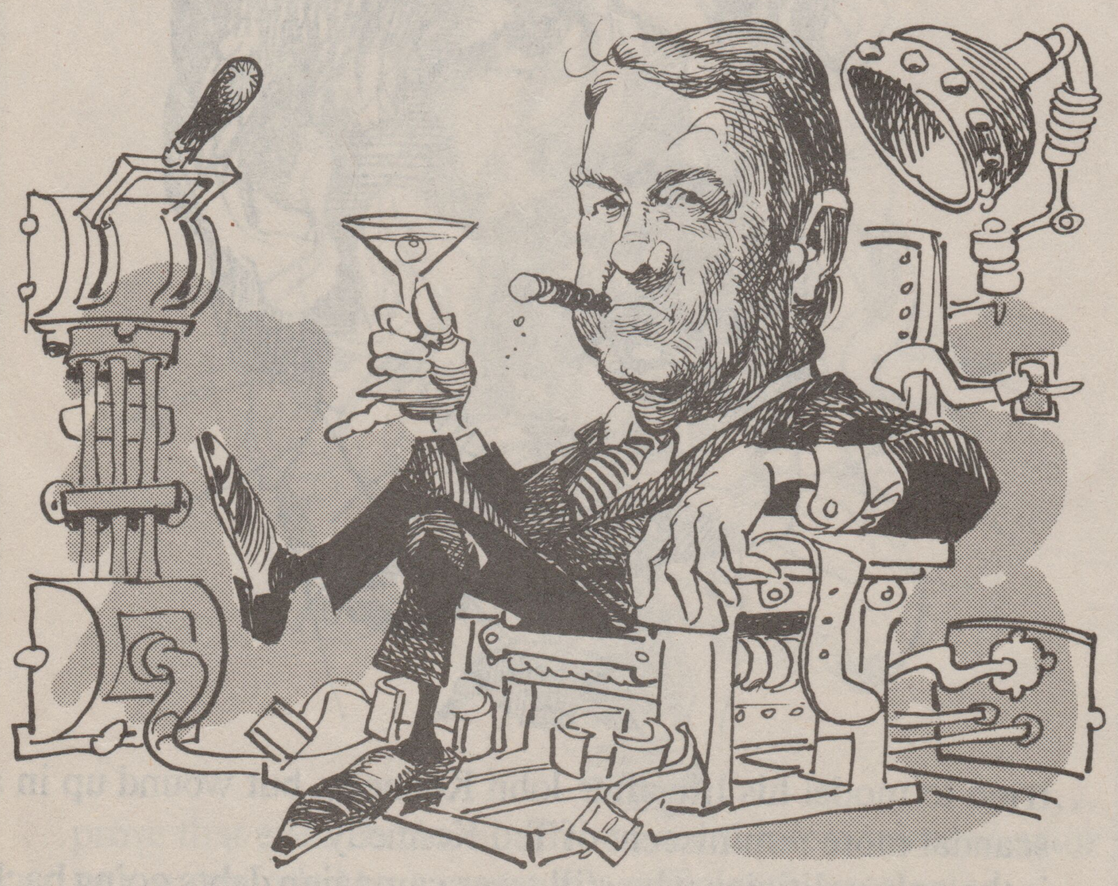




...when any of us can get a bank loan as easily as the fascist dictator of some debt-ridden country.



...when Reagan forgets a 1947 anecdote about the movies as easily as he forgets the details of Iran-Scam.



...when politicians who are "tough on crime" insist on the death penalty for graft, corruption, and bribe-taking.



...when we can remember who last year's Miss America was if she doesn't take off all her clothes.

THE ODDS MUST BE CRAZY DEPT.

THAT

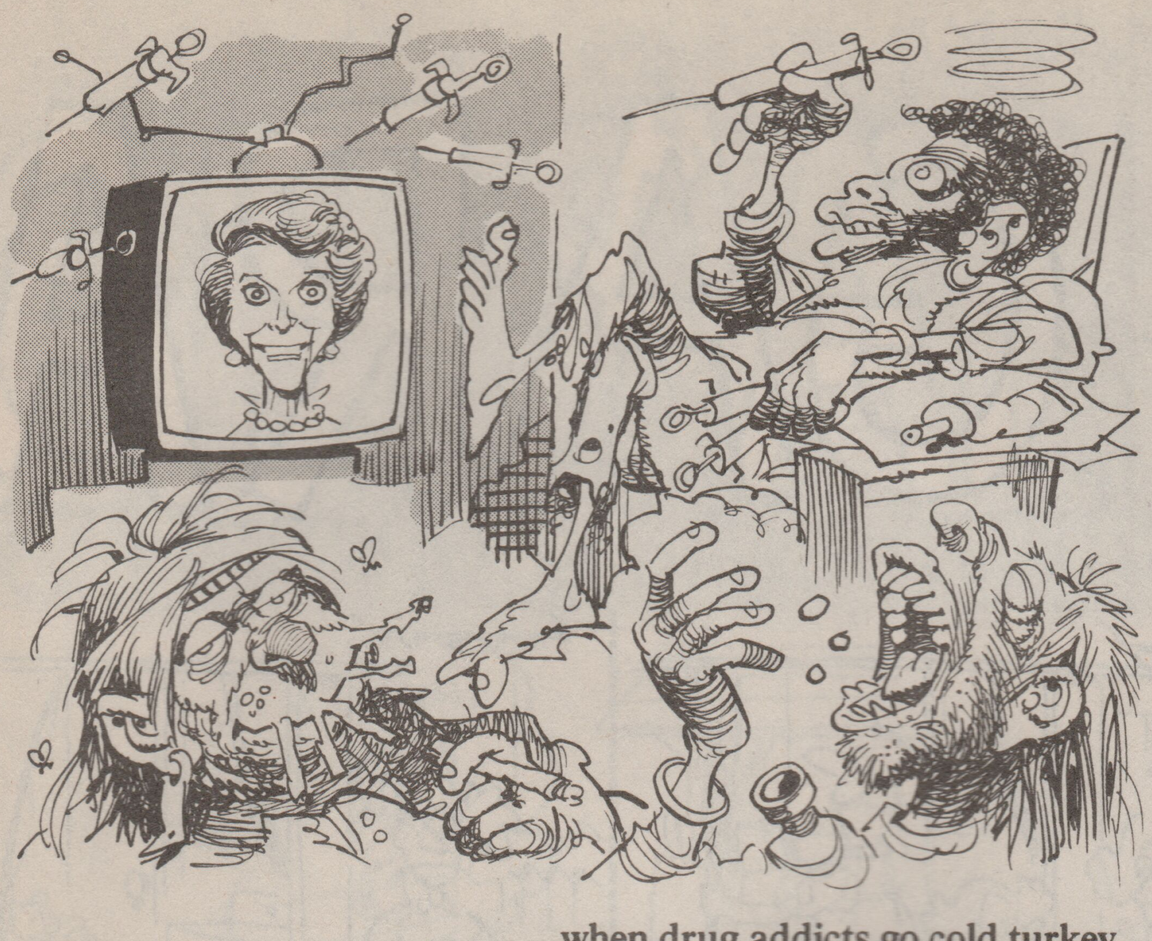
We're pleased to announce that MA
this year's Pulitzer Prize for Litera
gullible readers have passed out f
like to present a few other event

THE

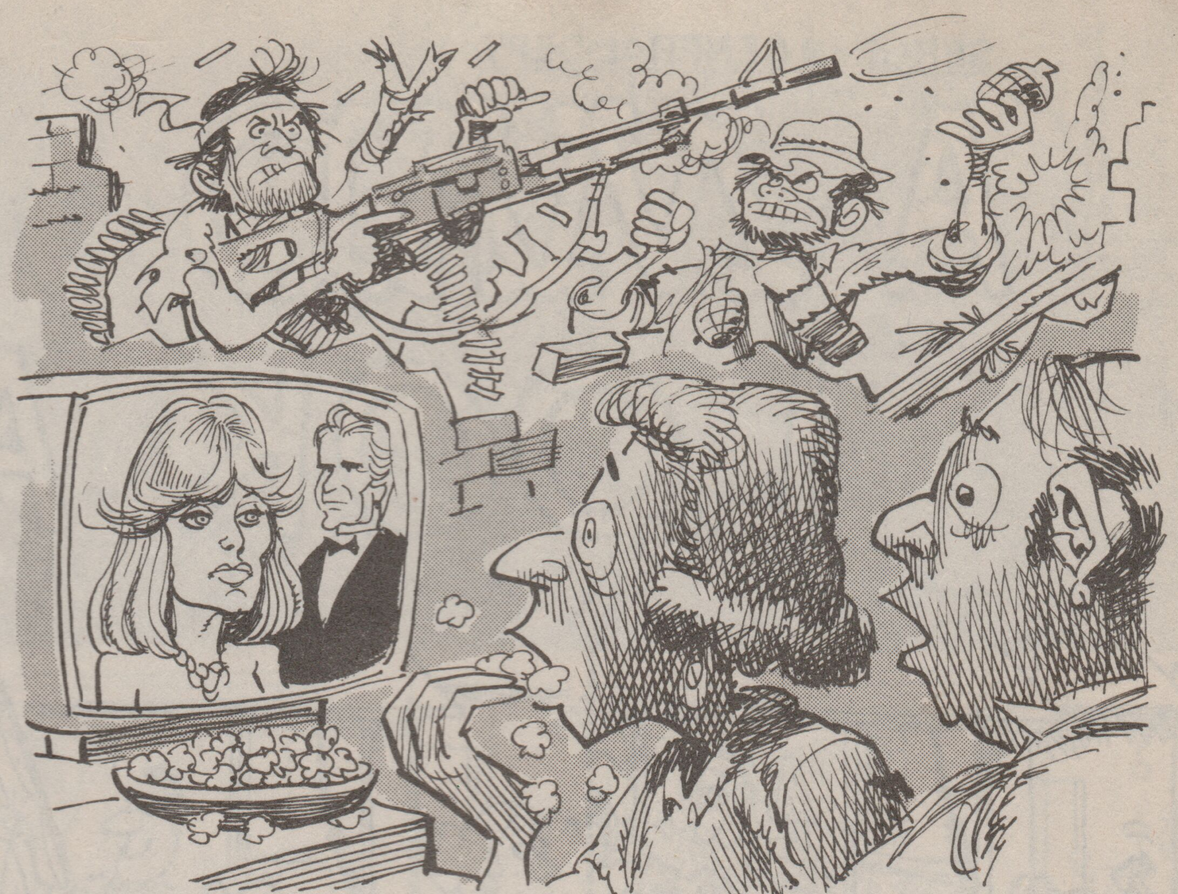
ARTIST: JACK DAVIS



...when participants in sleazy scandals are too ashamed to sell their stories to producers and book publishers.



...when drug addicts go cold turkey and give up cocaine because Nancy Reagan tells them to "Just Say No."



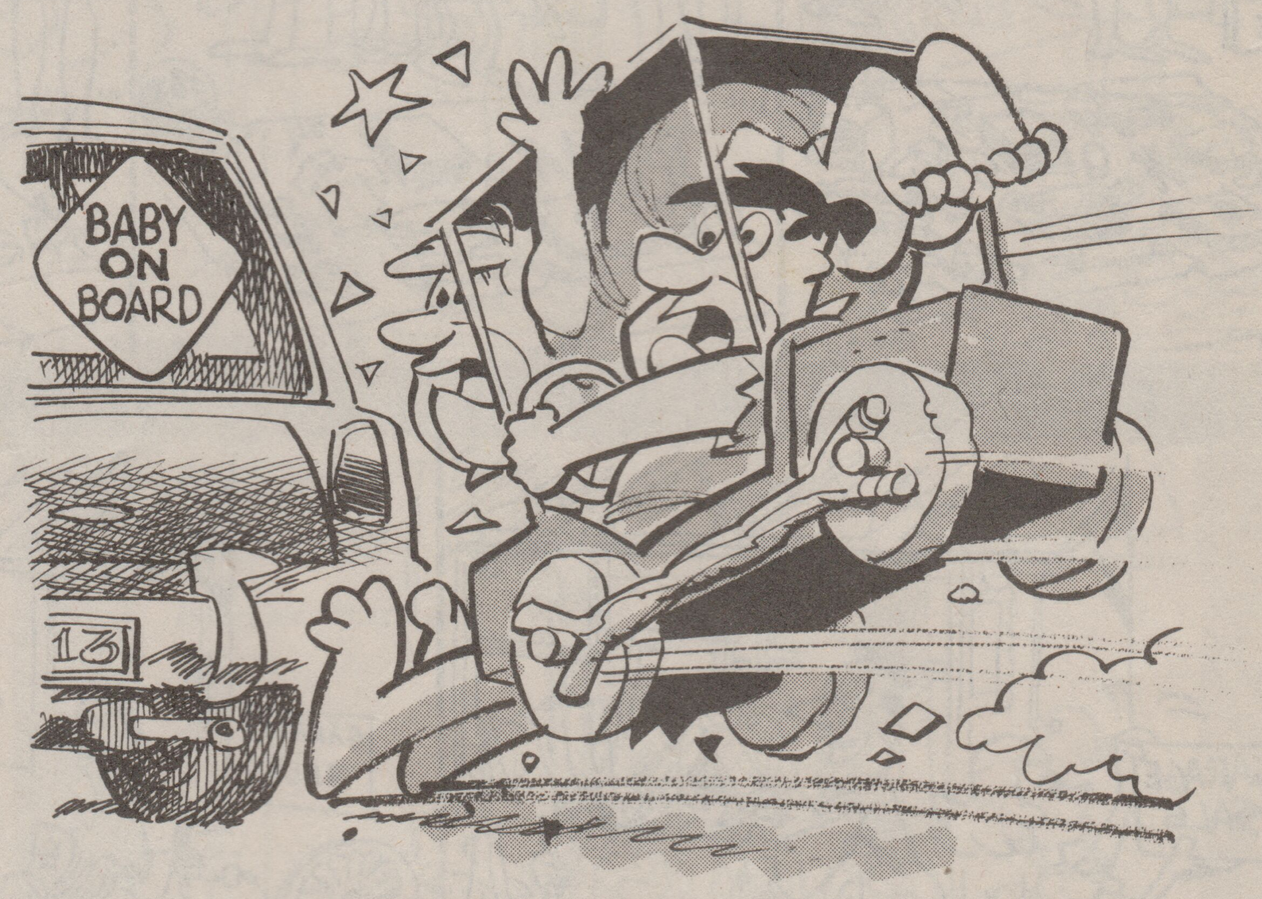
...when Americans care more about the Sandinistas vs. the Contras than they do about the Colbys vs. the Carringtons.

LL BE

) has been selected to receive
ure. HA! Now that our more
om shock—or schlock!—we'd
that will make you shout...

DAY!

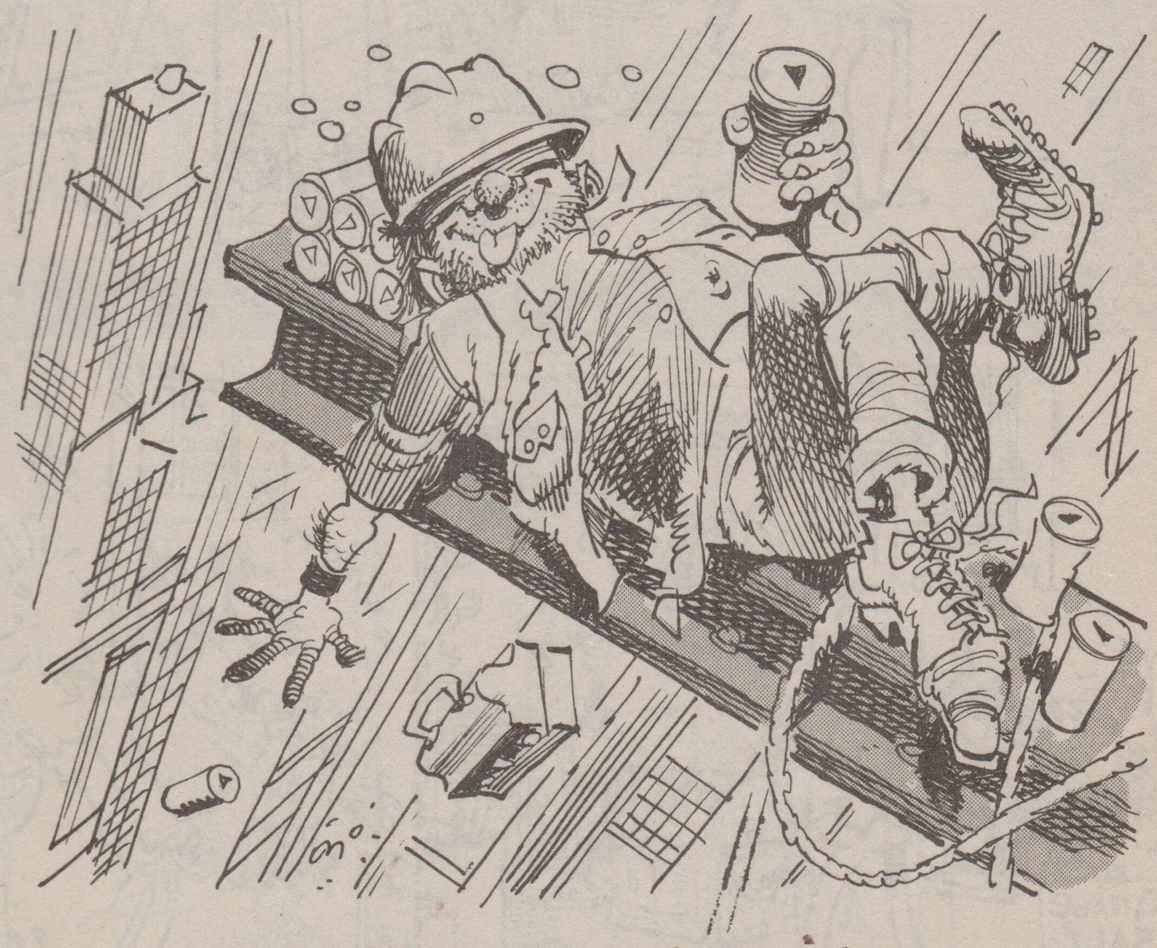
WRITER: BARRY LIEBMAN



...when other motorists start driving more carefully the moment they see a stupid yellow "Baby on Board" sign.



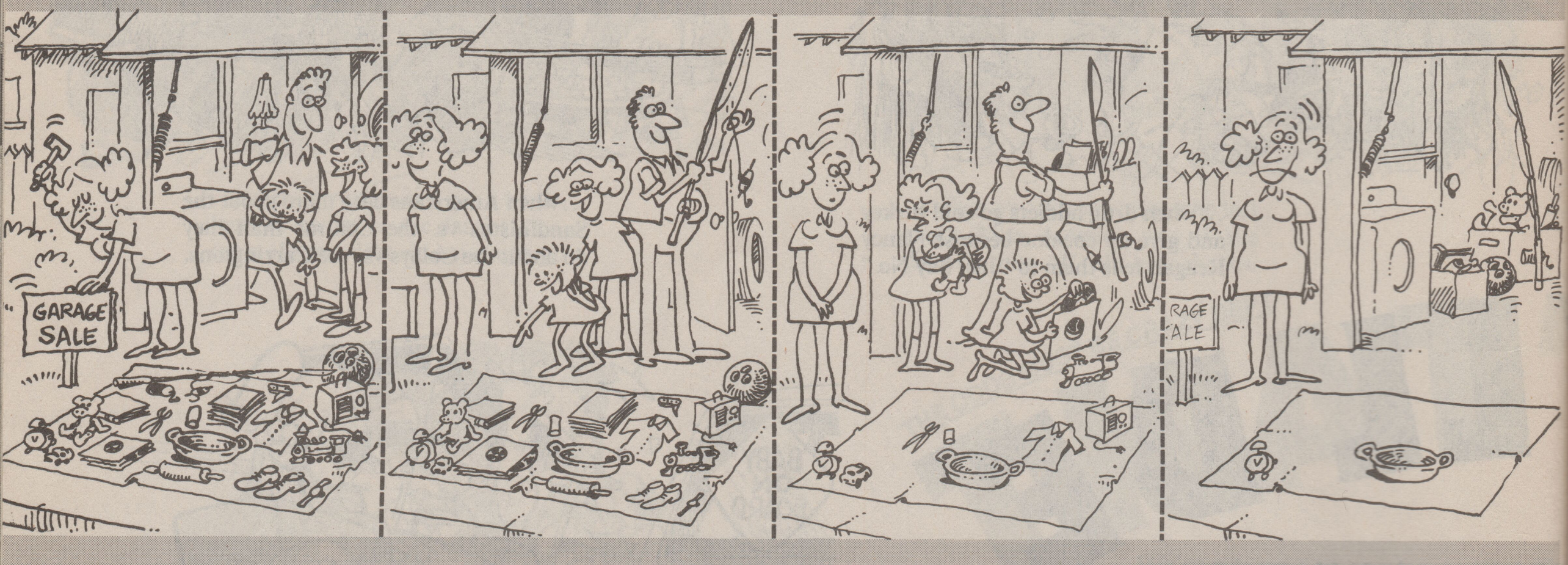
...when some poor, oppressed, downtrodden country actually *improves* after covert C.I.A. interference.



...when Madison Avenue shows us what construction workers *really* look like after they've chugged down a few beers.

SERGE-IN GENERAL DEPT.

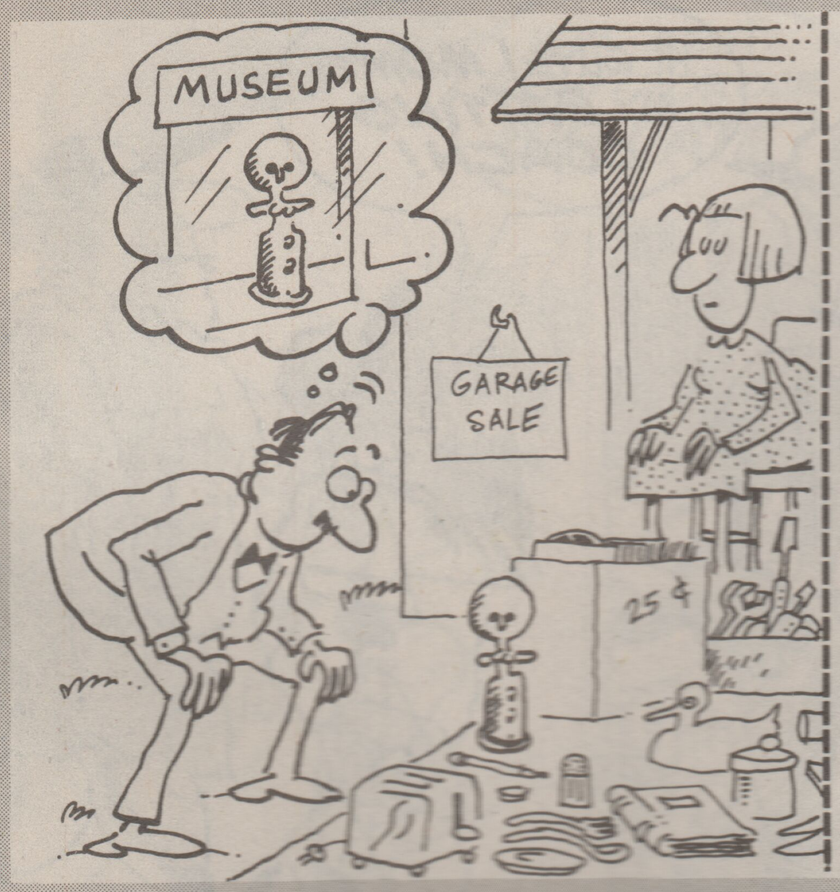
A MAD LOOK AT GARAGE SALES



ARTIST AND WRITER: SERGIO ARAGONES

GE ALE

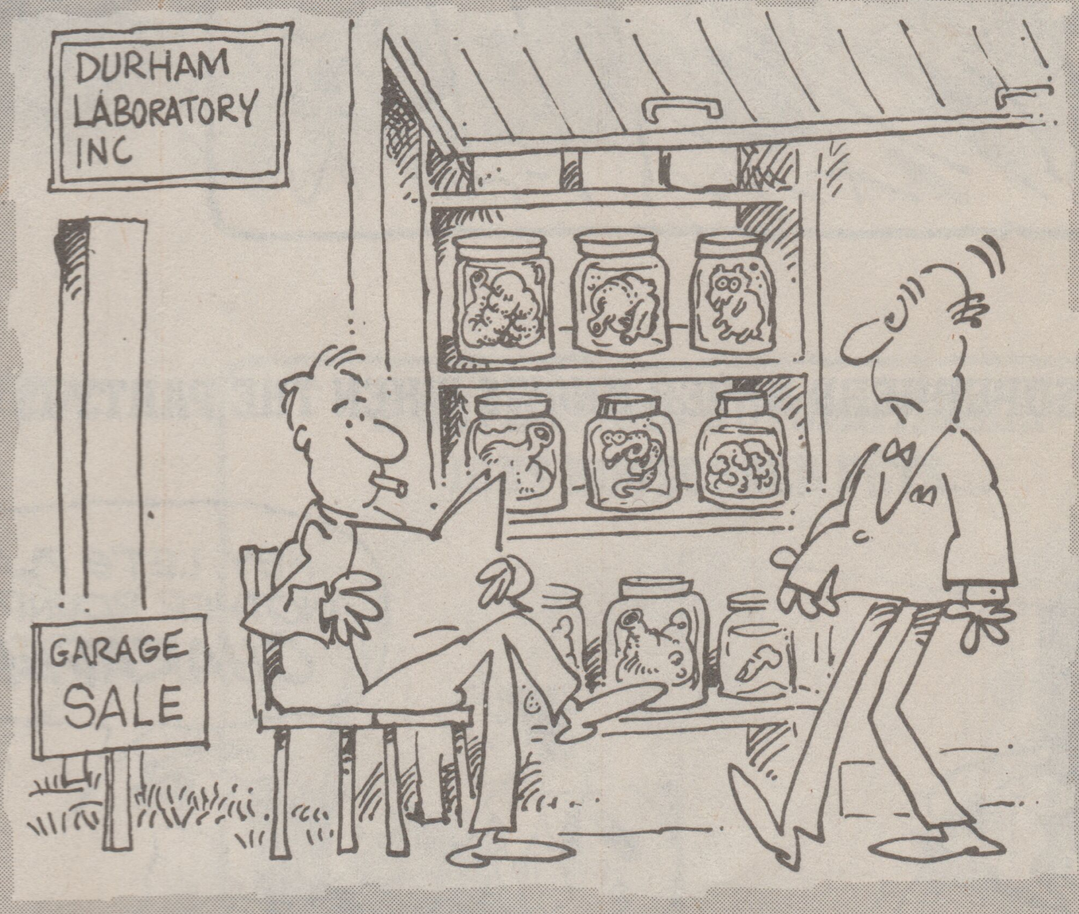

GARAGE SALE
GARAGE SALE
GARAGE SALE
GARAGE SALE
WHAT
ORRY

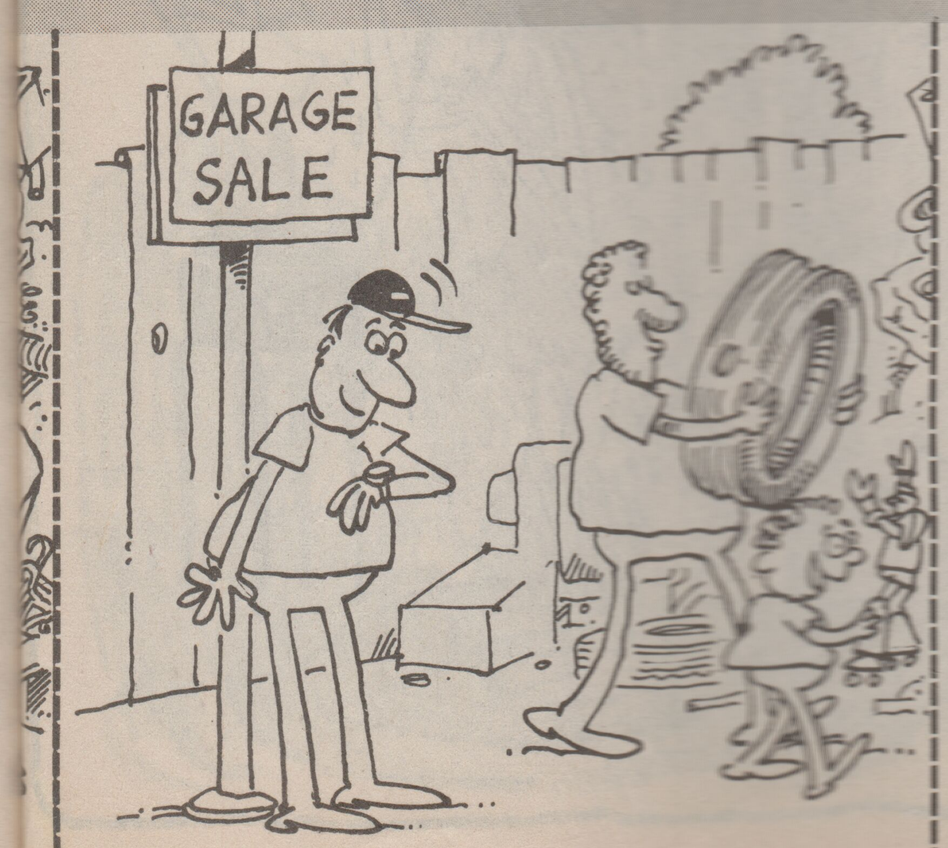

MUSEUM
GARAGE SALE
25¢


GARAGE SALE
25¢

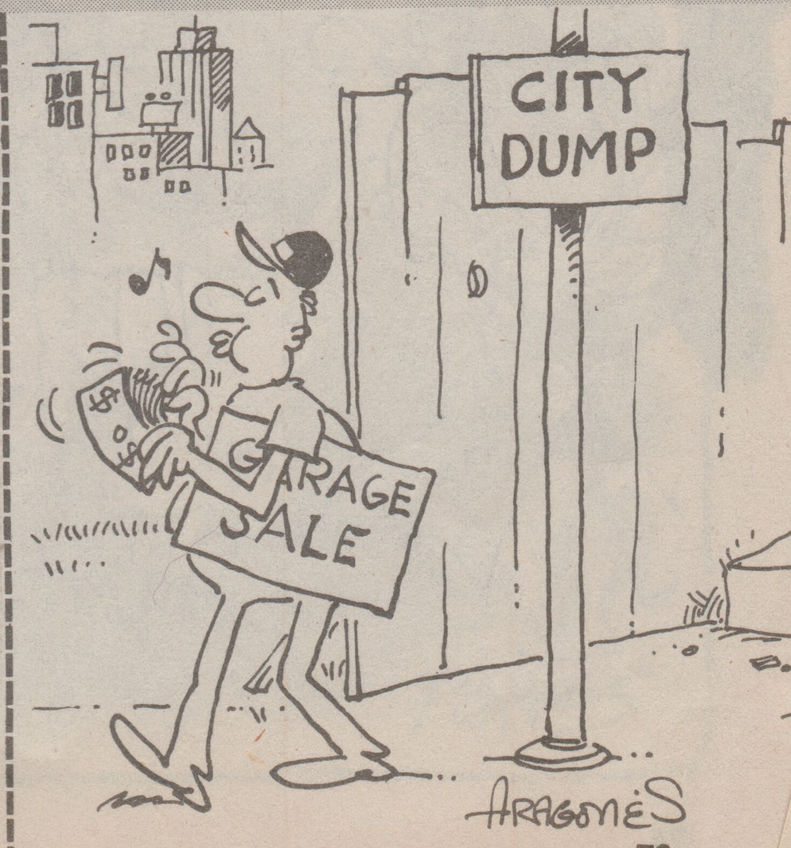

GARAGE SALE
25¢


POLICE
HAWAII


DURHAM LABORATORY INC
GARAGE SALE


GARAGE SALE


GARAGE SALE


CITY DUMP
GARAGE SALE
ARAGONÉS

A BAD CASE OF THE TWERPIES DEPT.

And now, MAD answers the burning question no one bothered to ask... What is

A SUPERNERD IGNORES OBVIOUS HINTS...

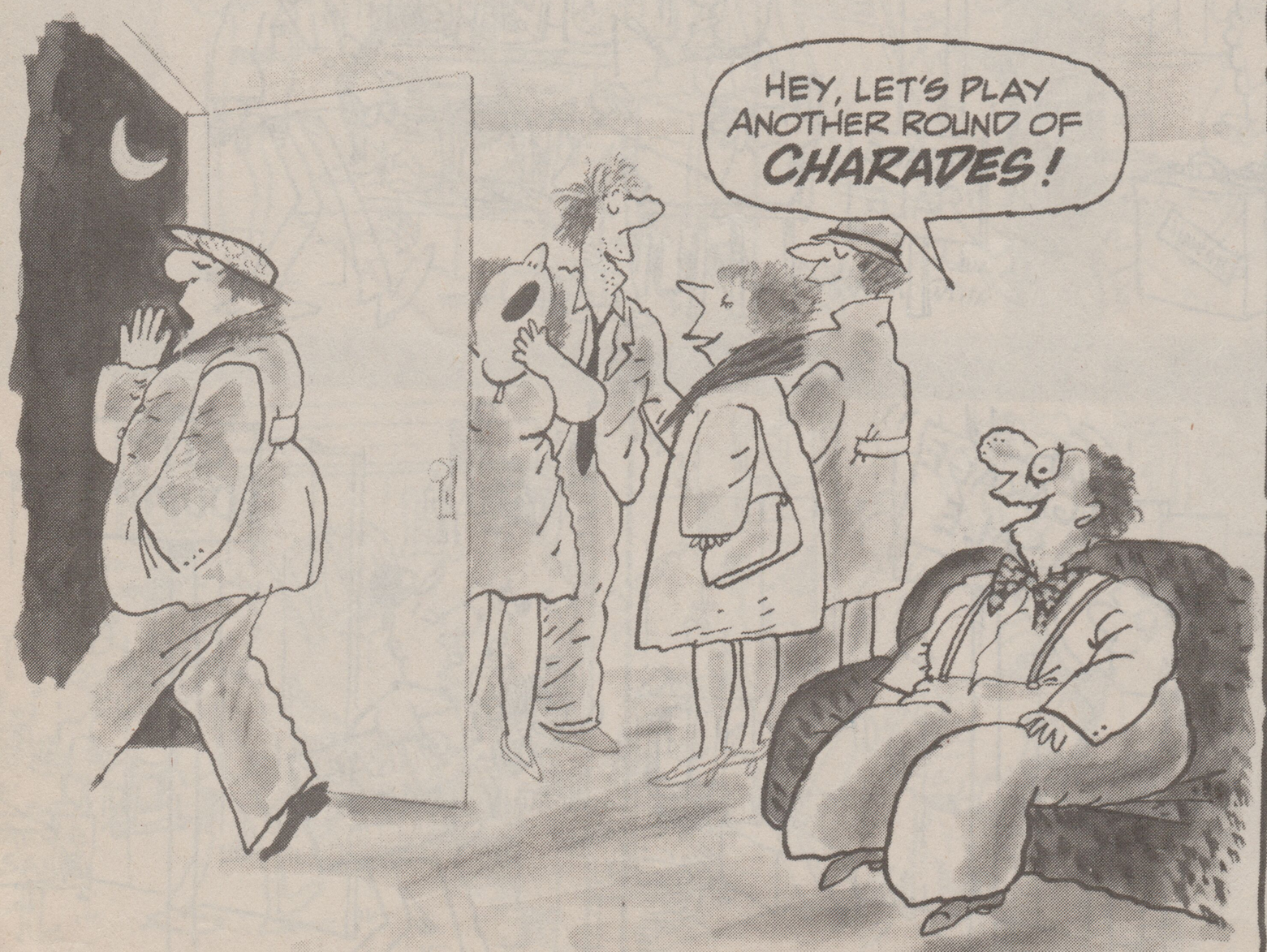


A SUPERNERD ALWAYS BRINGS HIS MOTHER ALONG...



ARTIST AND WRITER: PAUL PETER PORGES

A SUPERNERD NEVER KNOWS WHEN THE PARTY IS OVER...



A SUPERNERD ALWAYS CALLS AT THE WRONG TIME...

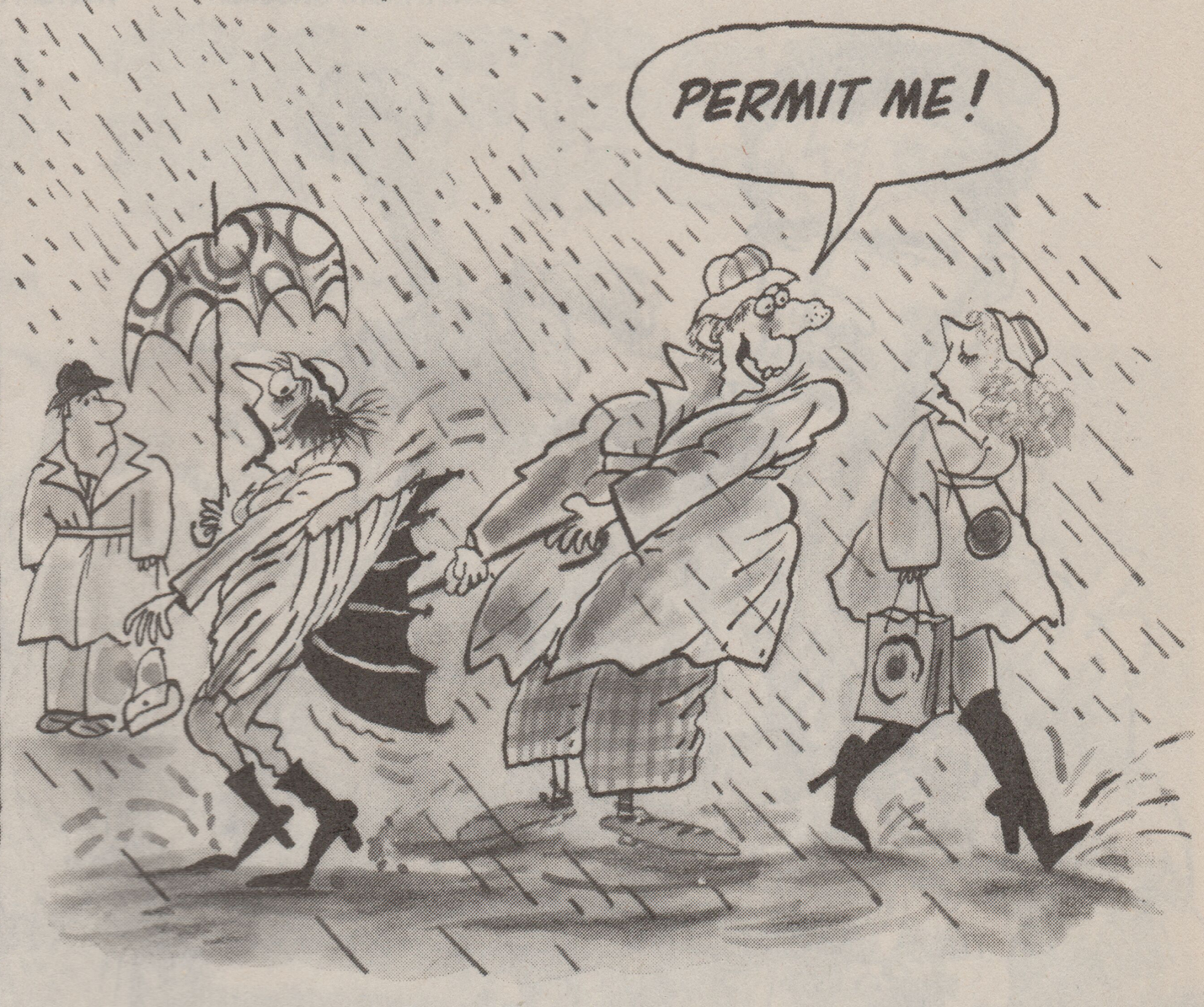


a SUPERNERD?

A SUPERNERD ALWAYS SHOWS UP TOO EARLY FOR BLIND DATES...



A SUPERNERD CLUMSILY PERFORMS SIMPLE OPERATIONS...



A SUPERNERD ANSWERS BEFORE THE QUESTION IS ASKED...



A SUPERNERD AUTOMATICALLY IRKS HOUSEHOLD PETS...



SCHWARZENEGGER

WITH A TIP OF THE HAT TO HANK "HIAWATHA" LONGFELLOW

ARTIST: MORT DRUCKER WRITER: FRANK JACOBS



By the shores of the Pacific,
In the town of glitz and hustle,
Strode the mighty Schwarzenegger,
Baring chest and flexing muscle;
Biceps twitched in perfect rhythm
Through his skill with isometrics, —
Feats that Letterman, on seeing,
Sought to use as Stupid Pet tricks.

But the bulging Schwarzenegger
Set his sights on goals much higher,
As the lure of movie stardom
Pumped him up with great desire;
Soon he found himself in epics,
Slaying enemies like vermin,
Tearing dialogue to pieces
With his accent, sorta German.

Clenching jaw, he raged as "Conan,"
Who, upset by double-dealing,
Slaughters half the population
To express his depth of feeling;
Next "The Terminator" starred him
As a droid bent on aggression,
Killing victims for two hours
Without changing his expression.

As a soldier in "Commando,"
On whole armies he was feasting,
Shrugging off a hail of bullets
Like a flea-bite or a bee-sting;
Not Stallone in Panavision
Matched the fury of his scowling
When in "Predator" he thrilled us
In the art of disemboweling.

In his latest quest for glory
As "The Running Man" he bears up,
Bringing down the rule of evil
While assorted foes he tears up;
See him punch out his oppressors,
Rip apart a villain's torso,
Bludgeon killers into meatloaf
Like Chuck Norris, only more so.

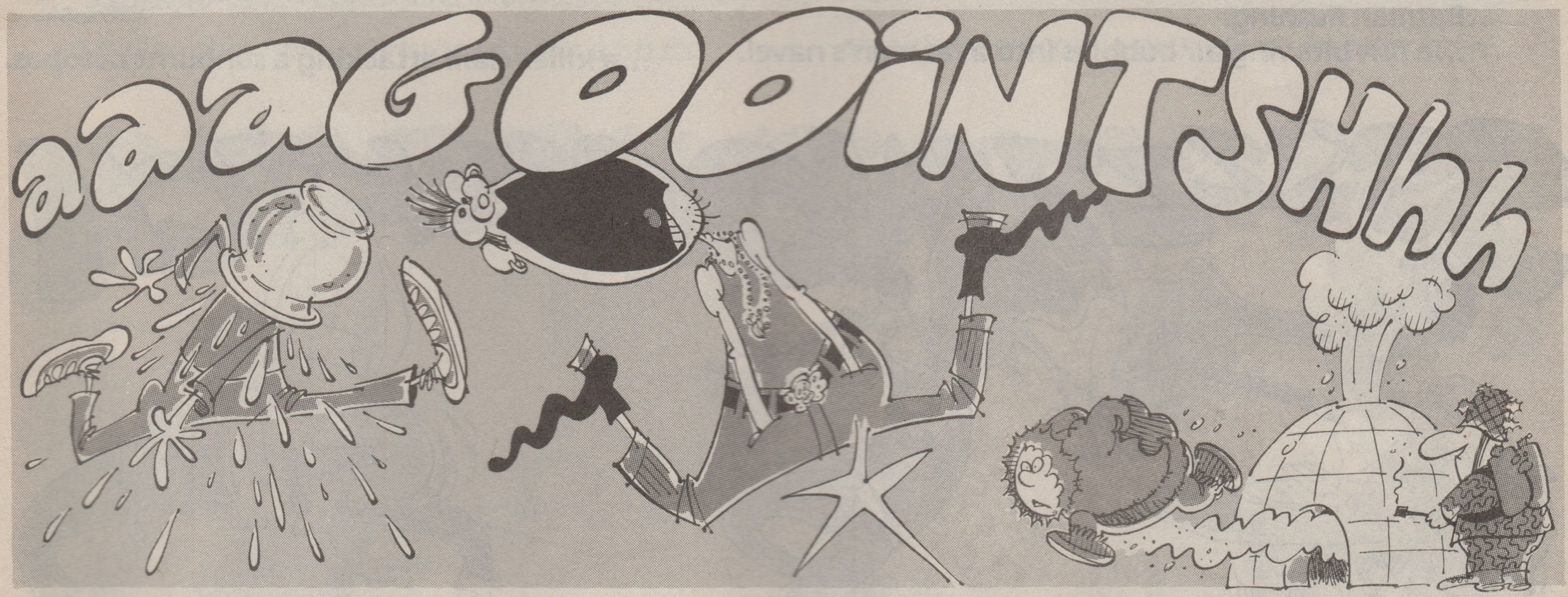
Yes, the massive Schwarzenegger,
Muscles rippling, tendons straining,
Now, through fame and sky-high grosses,
As a super-star is reigning;
Let the critics crucify him
When his lines he seems to louse up!
If it's brains that wins the Oscars,
It's the beef that fills the house up!

SCHTICK IT IN YOUR EAR DEPT.

And now, as a public service to all you would-be artists out there, MAD Magazine, in cooperation with the Famous Artists' School of Wammelsdorf, now proudly presents...

A BEGINNERS GUIDE TO CARTOON SOUND EFFECTS

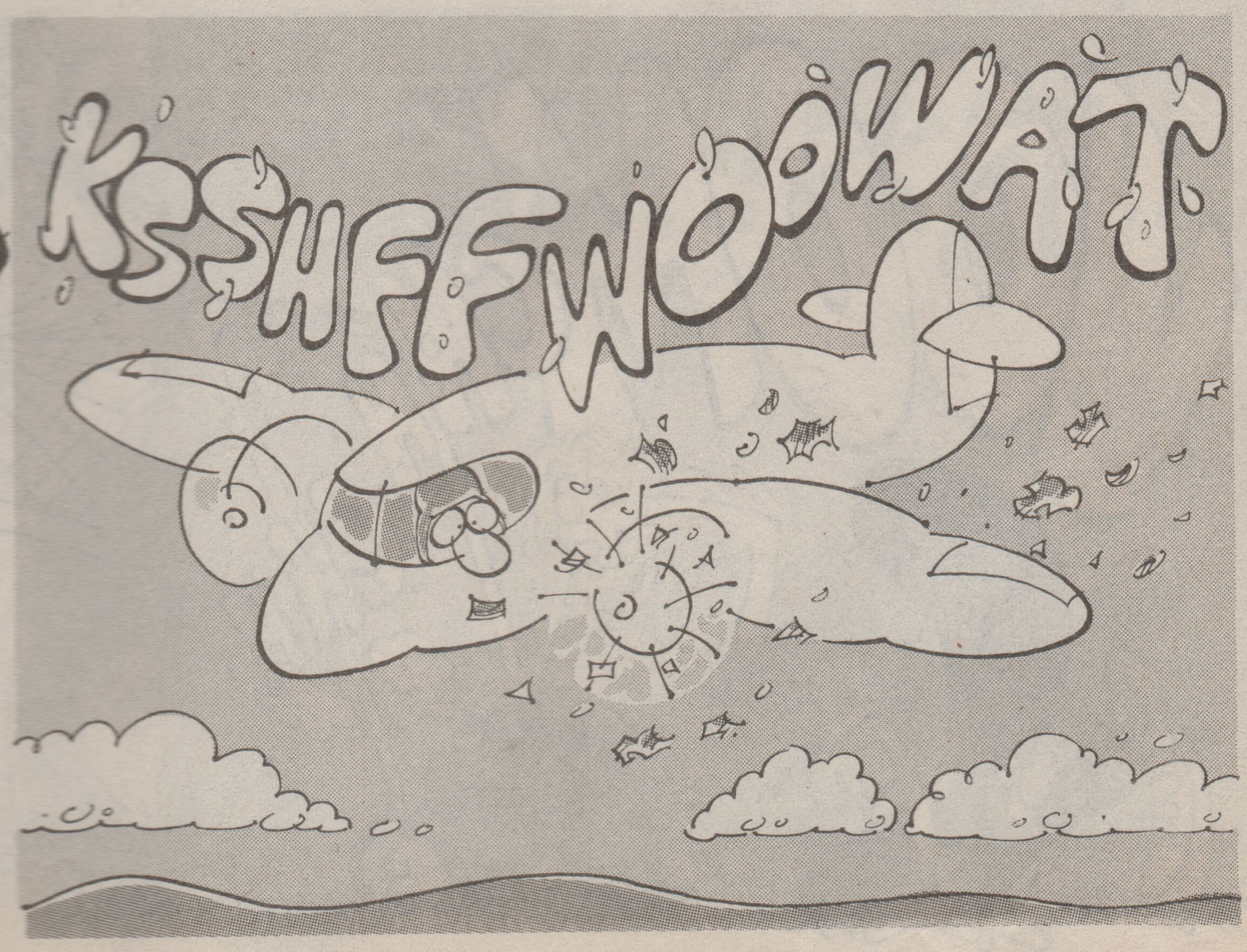
ARTIST: PAUL COKER WRITER: DUCK EDWING



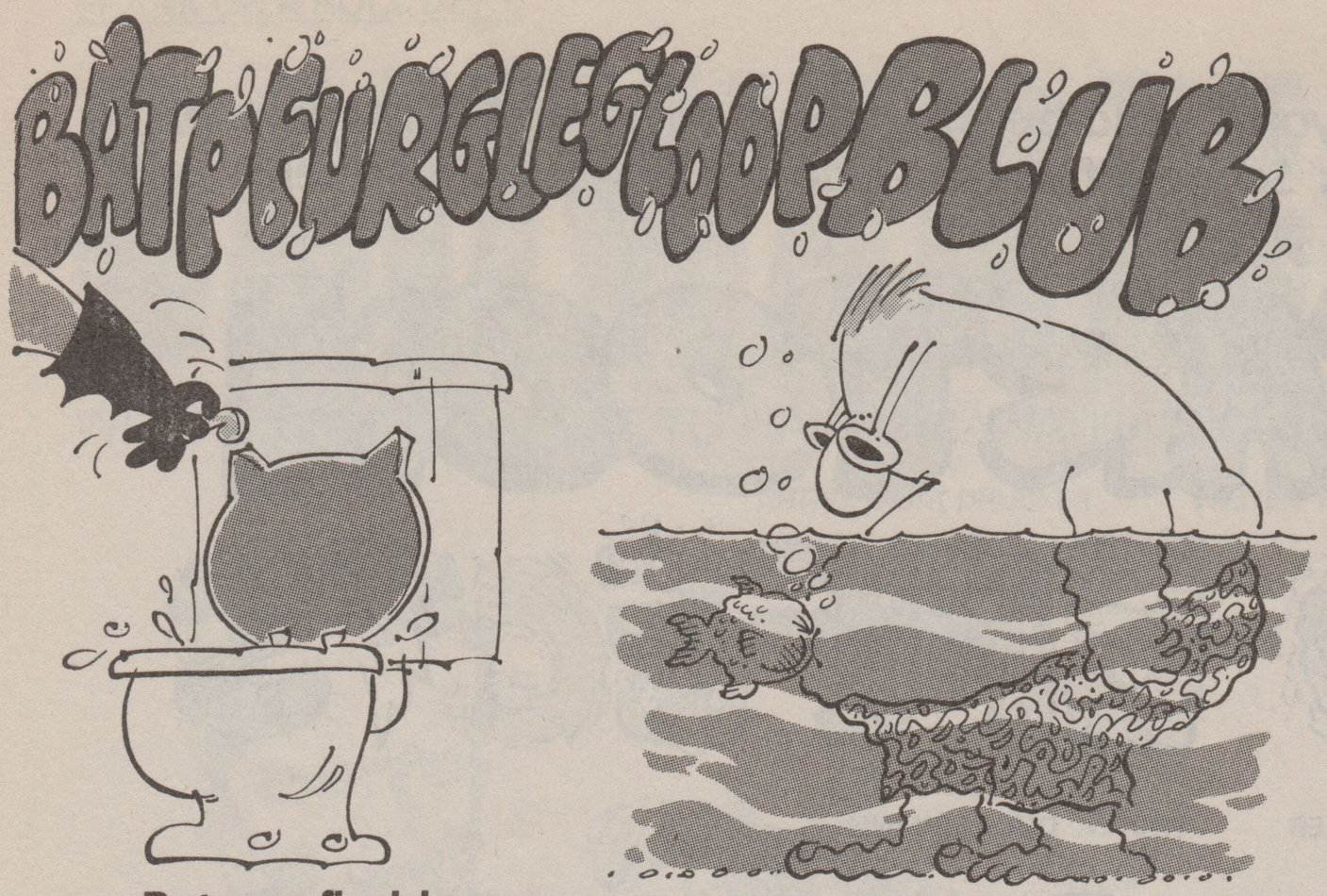
...someone sneezing with a spittoon over his head.
...a push button switchblade accidentally opening in a punk's front pocket.
...someone using a flamethrower to flush an Eskimo from his igloo.



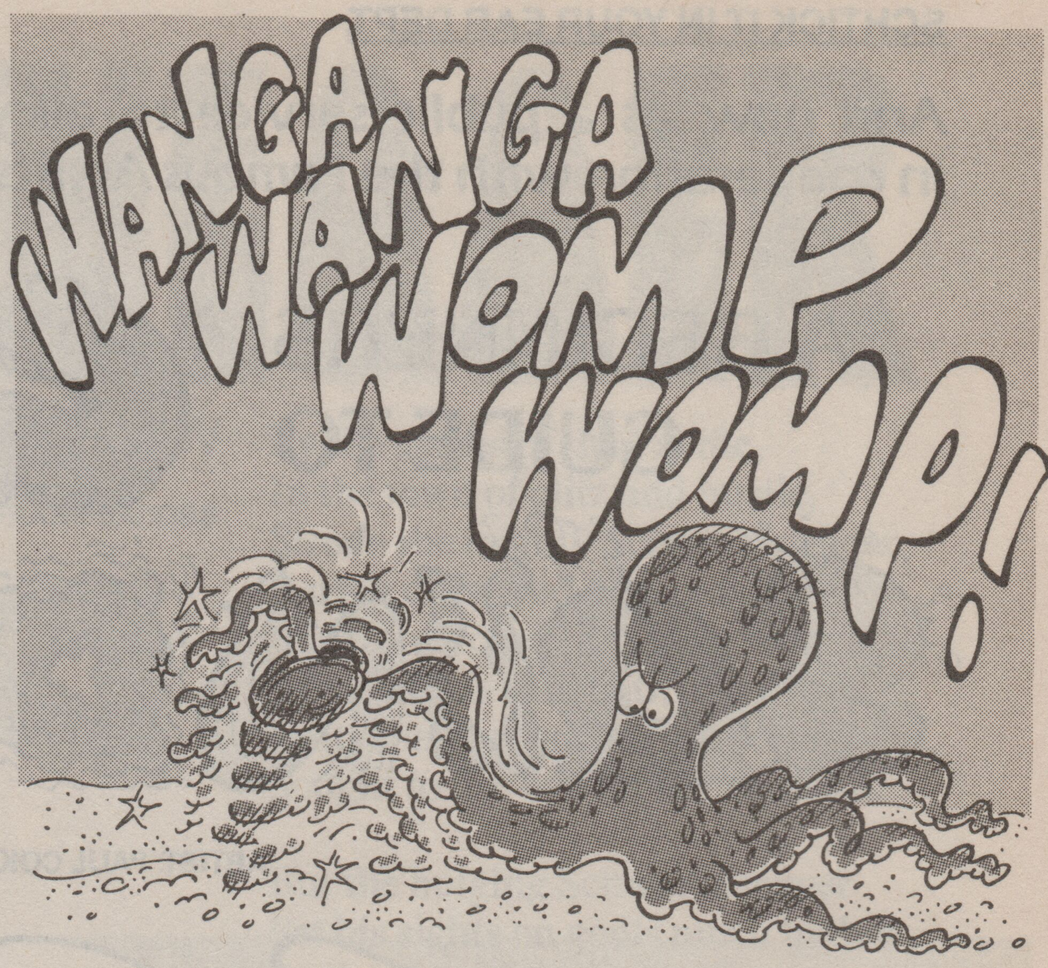
...an elephant experiencing relief.



...a skydiver getting caught in a plane's propeller.



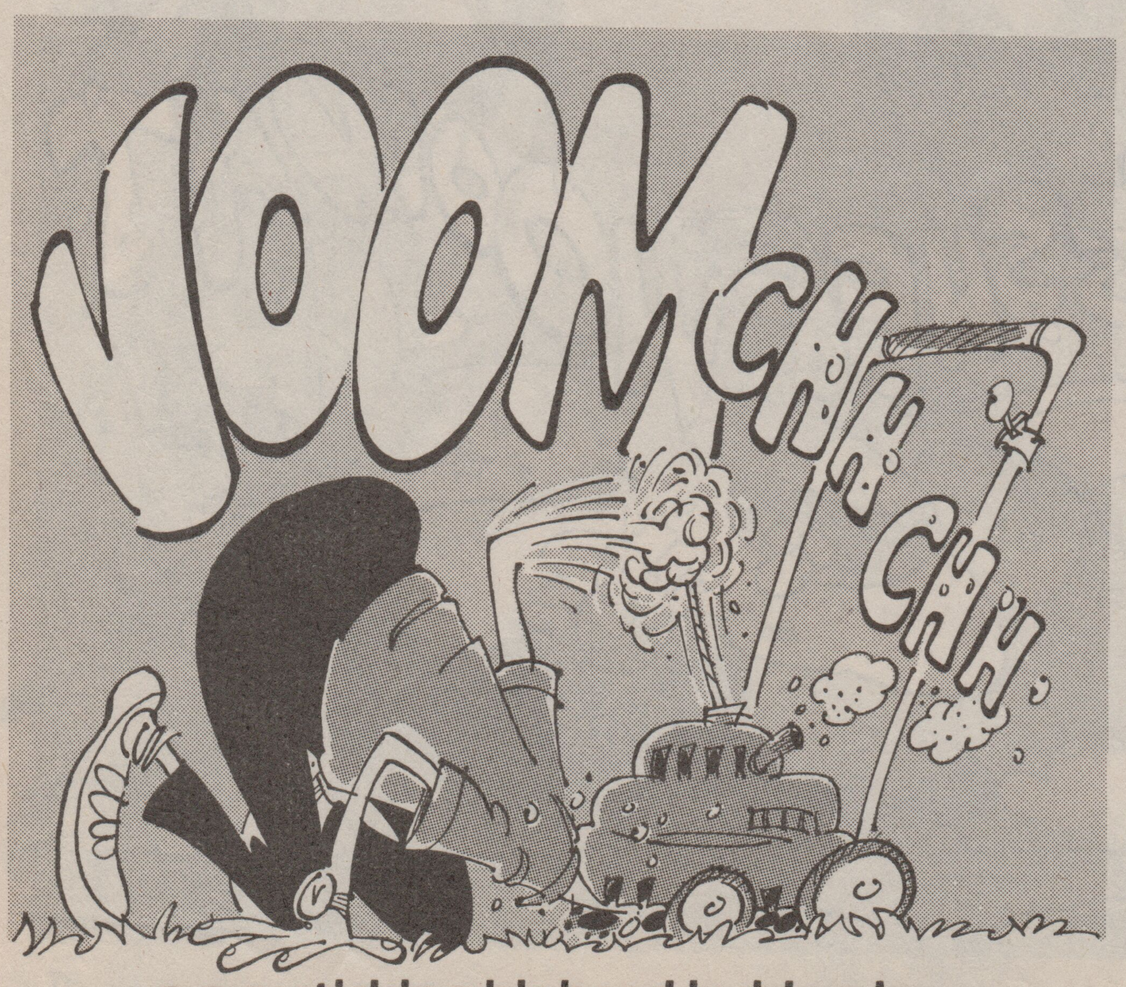
...Batman flushing.
...a fish blowing air bubbles into a fat man's navel.



...a killer clam attacking a sunburnt octopus.



...a Ubangi deep-lipping an entire pizza with anchovies.
...Superman landing directly in doggie-doo.
...a fast zipper-upper catching himself on his denim fly.



...a guy sticking his head inside a lawn mower to see if he can get it started.



...a tennis player snagging on the net he tried to jump.
...a suicide jumper hitting the 9th floor flagpole.



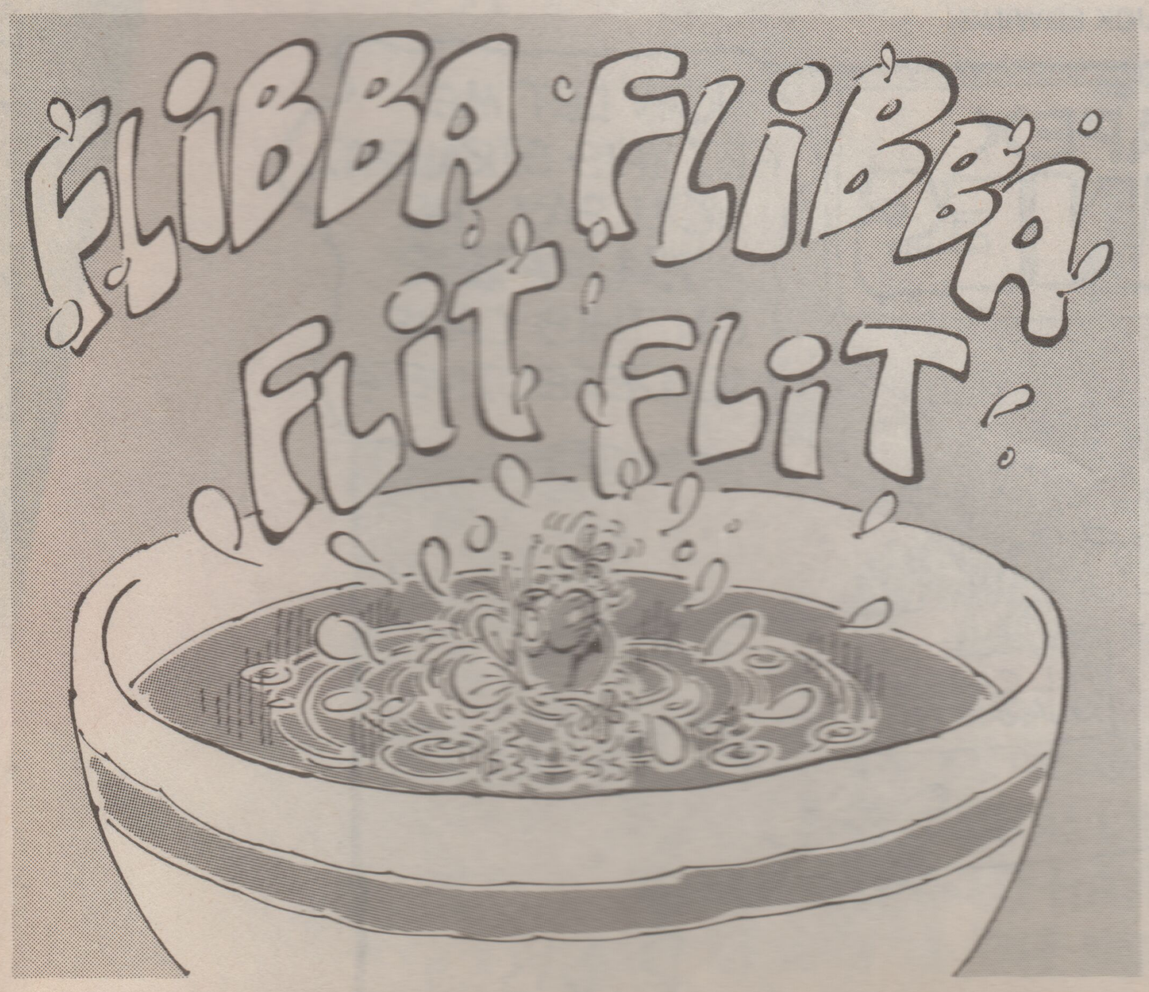
...an Italian ship being christened with a pizza.



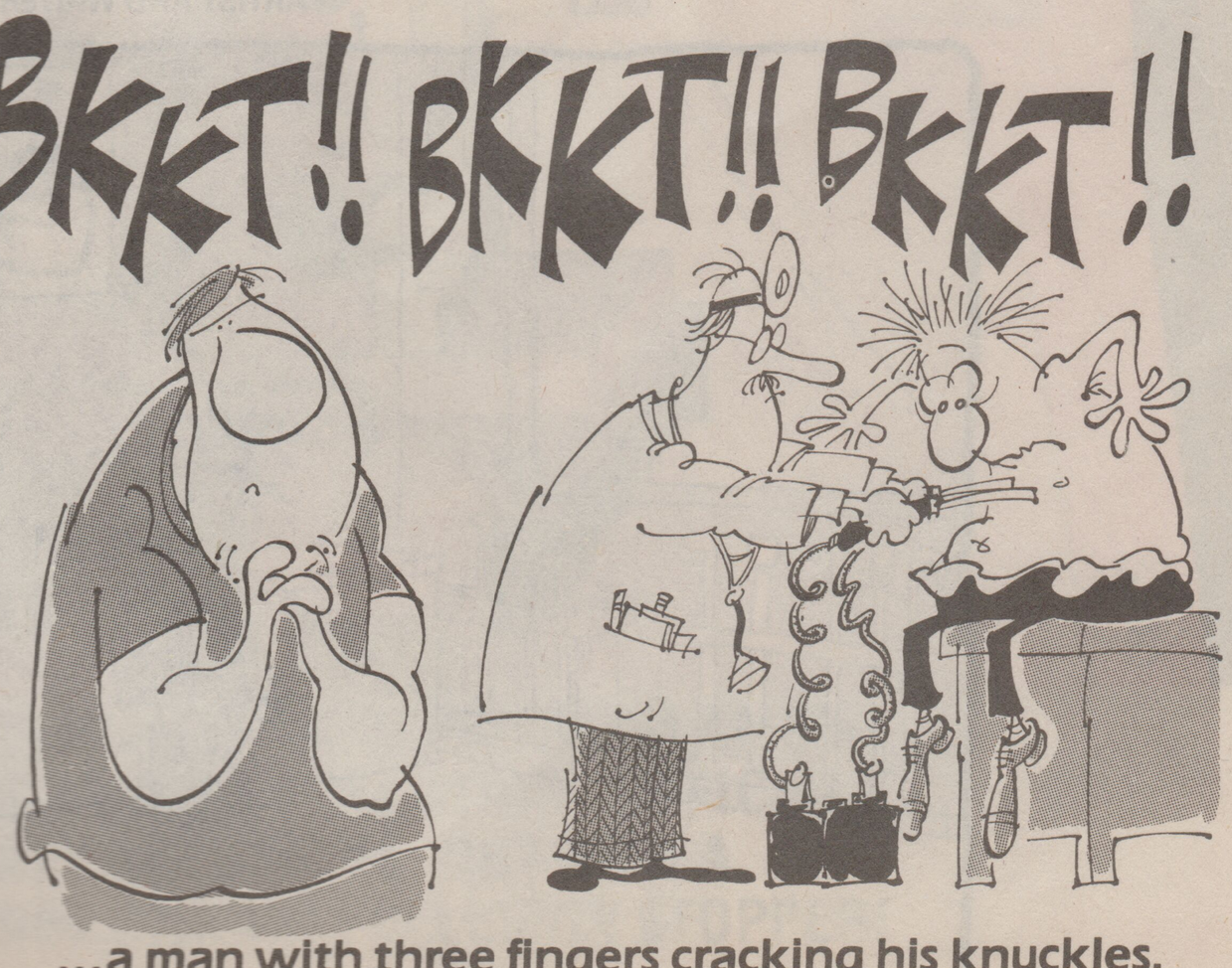
...an elderly crocodile gumming a frantic native.



...a Col. Sanders look-a-like visiting a chicken farm.
...a teenager accidentally knocking his radio into the bathtub.
...an apprentice tie salesman tying a Windsor knot for his first customer.

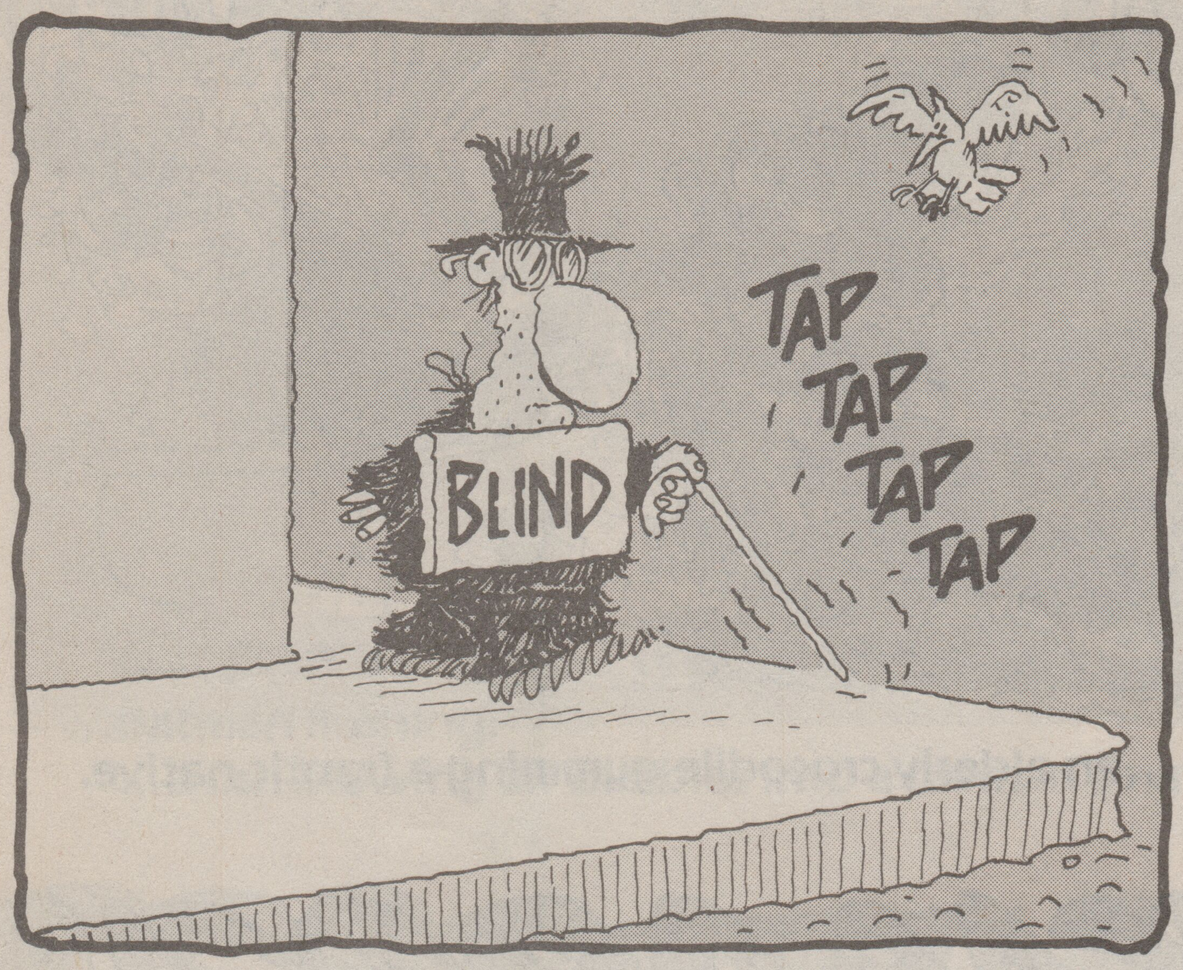


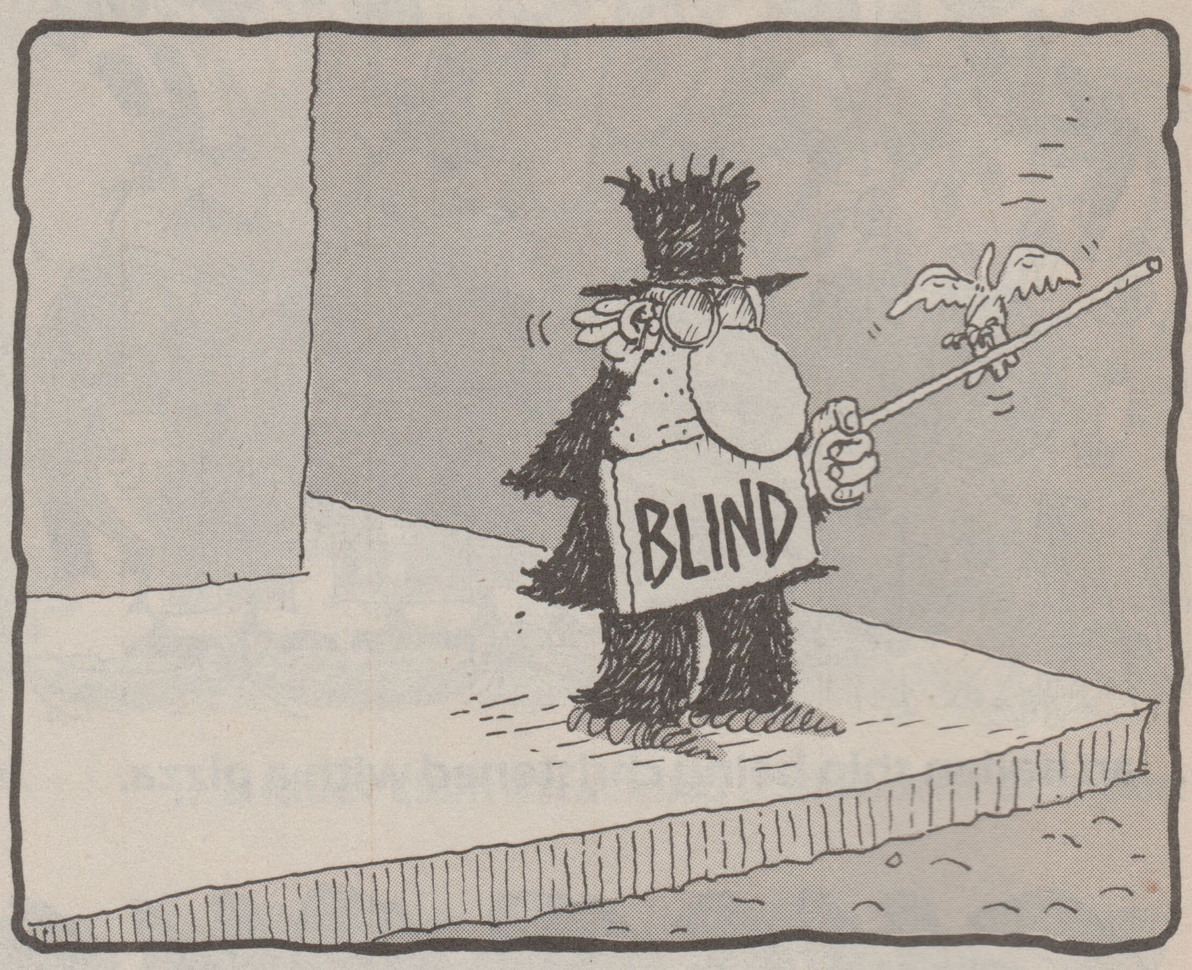
...a horsefly landing in a bowl of semi-cooled Jello.

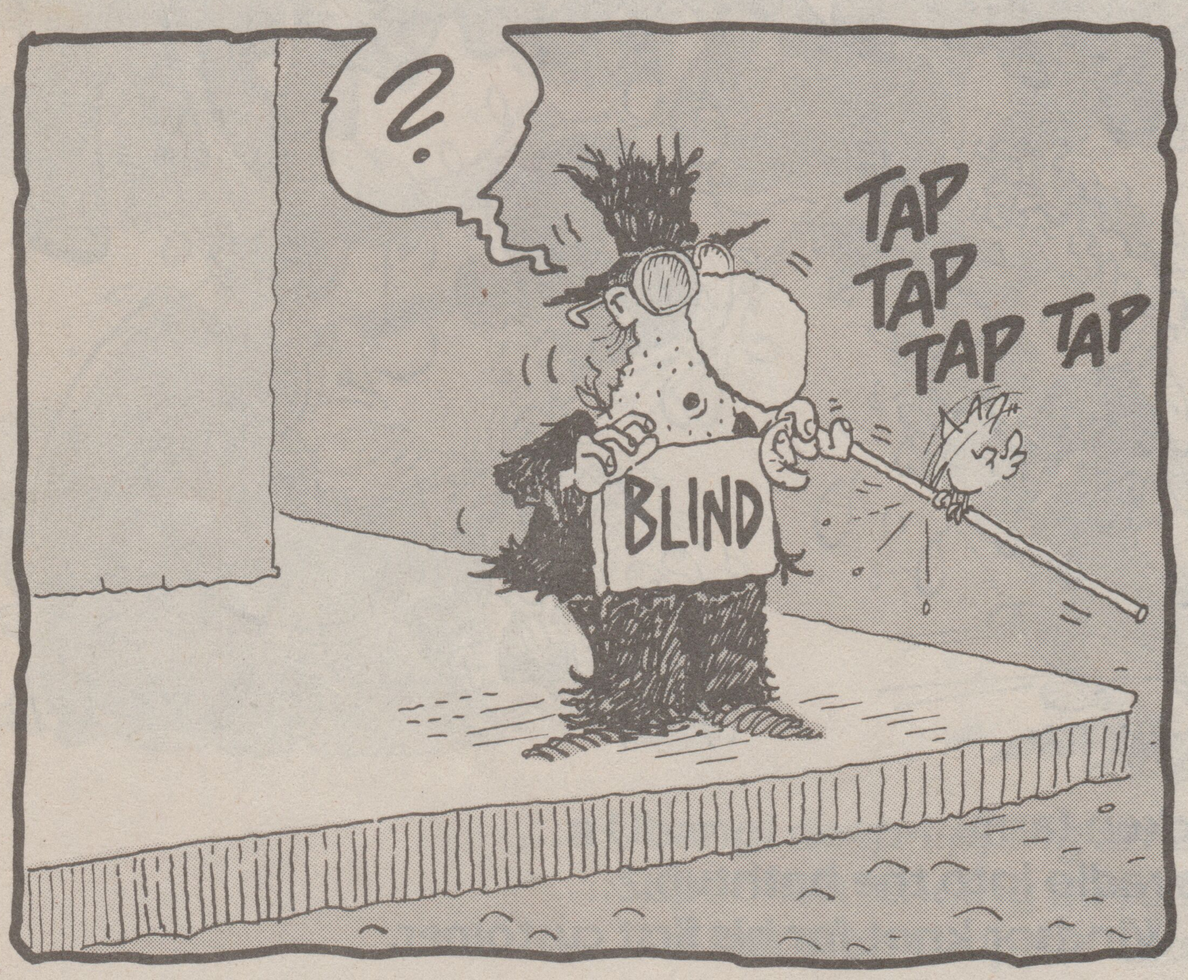


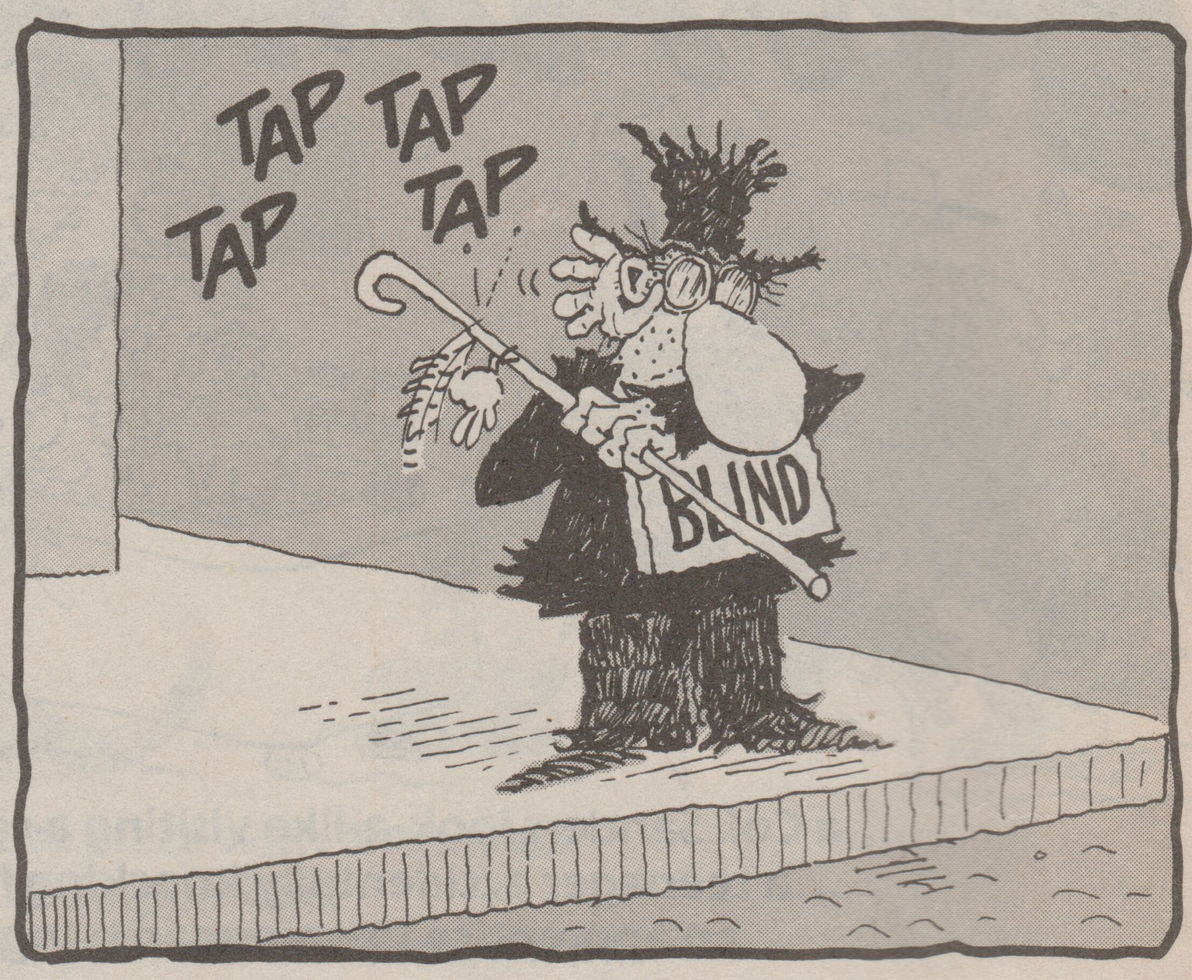
...a man with three fingers cracking his knuckles.
...a doctor trying to jump-start a pacemaker.

THE PESKY PECKER PUZZLER

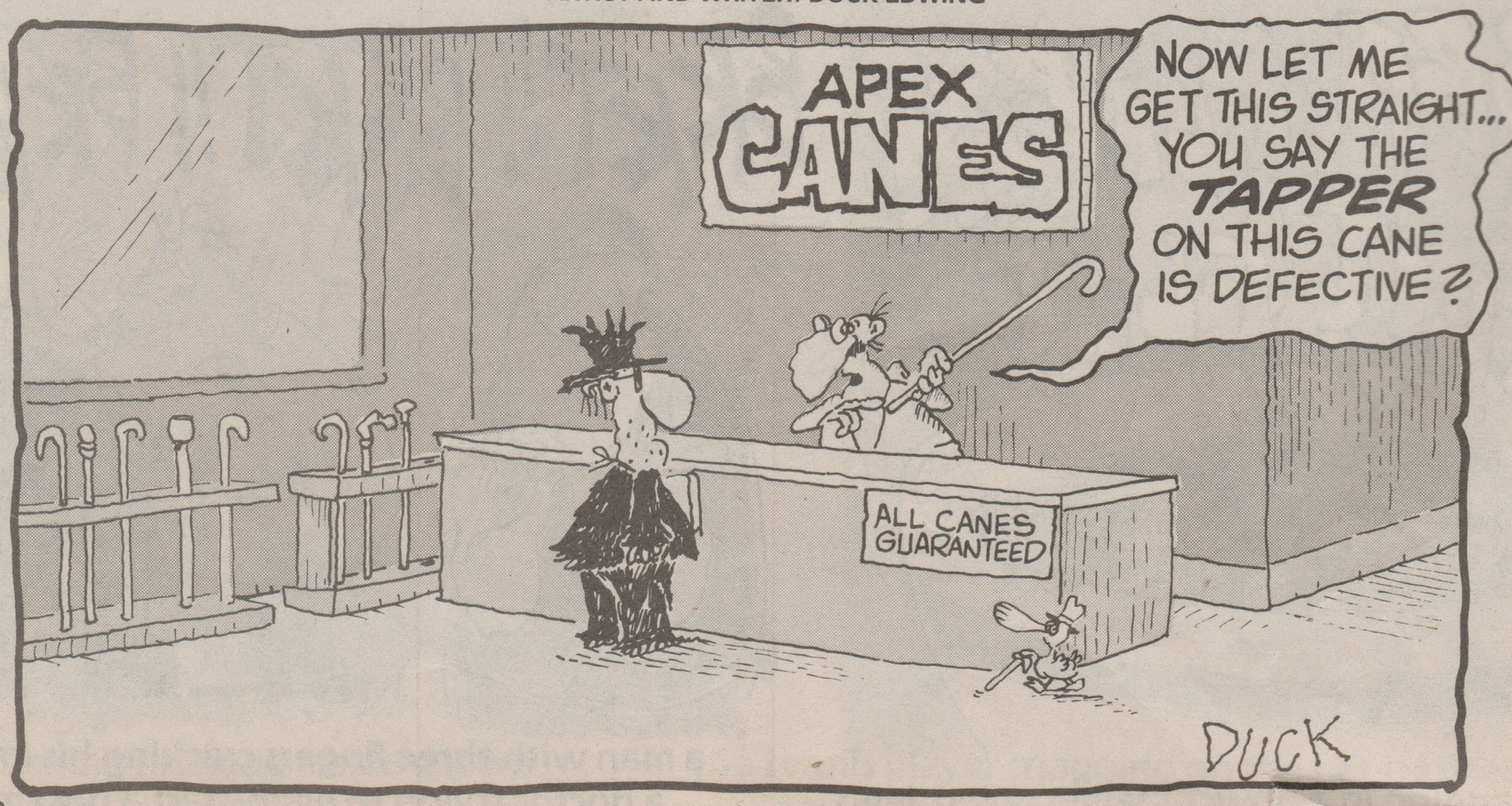








ARTIST AND WRITER: DUCK EDWING



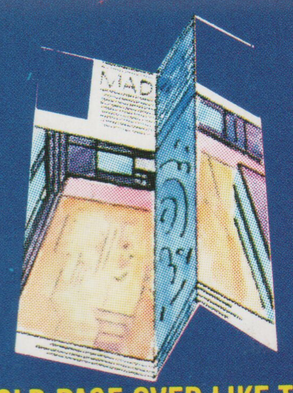
WHAT ADVANCEMENT IS BEING HAILED AS A BREAKTHROUGH IN AIR POLLUTION CONTROL?

A ▶

HERE WE GO AGAIN WITH ANOTHER MAD FOLD-IN

To find out what is now controlling one of the worst forms of air pollution, simply fold page in as shown.

FOLD THIS SECTION OVER LEFT



FOLD PAGE OVER LIKE THIS!

◀ B FOLD BACK SO "A" MEETS "B"

THE COMPLAINTS WE'VE HEARD THROUGH THE YEARS FROM AMERICANS ARE USUALLY ABOUT AIR POLLUTION. OFFICIALS NEVER SEEM TO HAVE ANY SOLUTIONS. BUT NOW A ZANY DEVICE IS THE NUMBER ONE AIR POLLUTION STOPPER!

A ▶

◀ B

Why are we giving away the Bulgin' Belly Burner™ for only $10?
(Because we tried to give it away for $20 and that didn't work!)

Bulgin' Belly Burner™

AS SEEN ON TV*

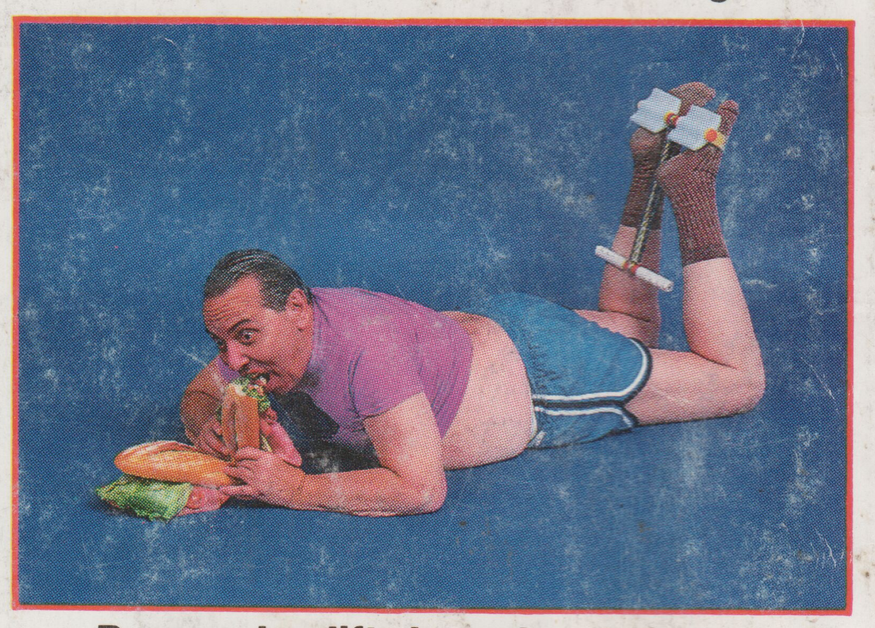


*On Nationwide Consumer Fraud Reports

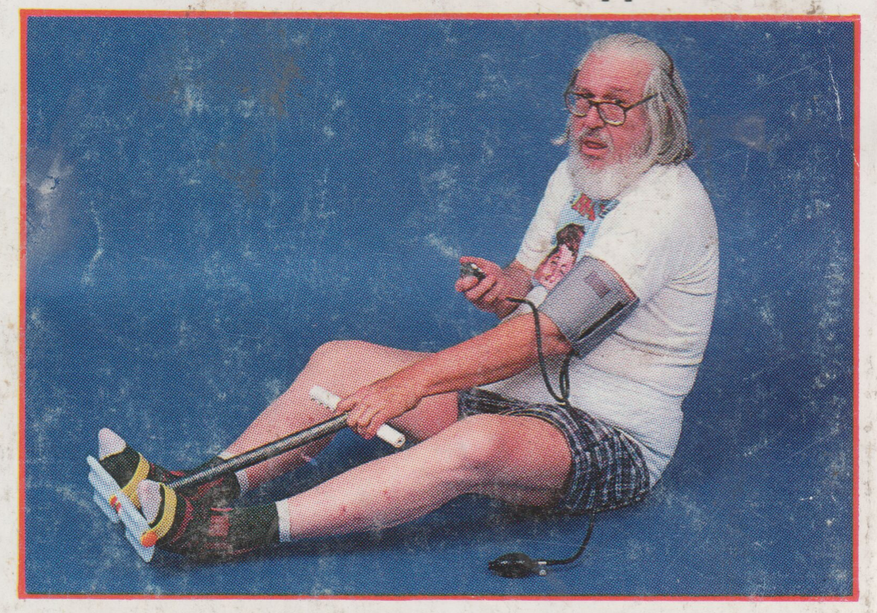
Don't waste your hard-earned cash on inferior imitations when you can get the inferior original for the same price!



Intensive back-stretch sends blood rushing to lower abdomen and thighs!



Reverse leg-lifts leave hands free to take important nutritional supplements!



Power sit-ups work your arteries to their bursting point!

To see how desperate overweight people are, our Special Consumer Alert Movement (**SCAM**) is offering this truly amazing device.

NOT AVAILABLE IN ANY STORE

The amazing Bulgin' Belly Burner will not be sold in any store! It's only offered by mail, where you can't get your hands on one until you have already paid for it!

Use it to flatten your tummy, firm your buttocks, mow your lawn, grate your cheese, slice your eggs—just about anything you can think of!

Forget about expensive gyms, difficult rowing machines and all the ridiculous claims in this ad. Just 10 minutes with the Bulgin' Belly Burner makes you feel as nauseous as if you had worked 40 minutes with heavy weights.

IRON CLAD MONEY-BACK GUARANTEE

Use the Bulgin' Belly Burner just 10 minutes a day for 5 years. If you're not 100% delighted with the new "you," try using it 20 minutes a day for the next 10 years. If you're still not in better shape than our professional models shown above, return the unit for a full refund. (Must be in brand-new condition, in original package, to qualify. Please include a $15 restocking charge.)

ONLY ONE BELLY BURNER PER PERSON!

Only one unit per customer may be purchased. But we won't insult your intelligence by checking to see if you sent in multiple orders, so feel free to do so!

To order, mail this original ad together with $10 for each Bulgin' Belly Burner, plus $19.95 postage and handling and $12.76 insurance, and an additional $7.95 for the translated-from-Japanese instruction sheet. Allow 6 to 8 months for us to ship it and for you to forget that you ordered it.

Bulgin' Belly Burner, Cockamamie Products, Dept. Y-U, Gullibility, TX.